

Nail Health & Beauty

SUMMER 2018 • VOLUME TWO

Europe Rising

Taking a Stand for
Nail Professionals

MasterMatch™

NEW! Color
Coordination
Across Product
Lines

Boost Your Profits

Become an SNS
Exclusive Salon

How to Grow Success

A Three-
Generation Story

Teaching Mastery

The Exciting
Launch of SNS
Academy

S | N | S
HEALTHY NATURAL NAILS

SNSNAILS.COM

COLLECT BEAUTY!



SNS Collections bring you the world's finest dipping powders in stunning arrays of our most beautiful colors.

Each SNS Collection is themed to match the mood or occasion of your choice.

Summer...Fairytale...Cleopatra...Bridal...Glow-in-the-Dark...
C'est la Vie...Nude in Spring...Holiday...Diva...Autumn...
and more!

S | N | S
HEALTHY NATURAL NAILS

See the latest SNS Collections at
SNSnails.com today.

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A MESSAGE FROM THE PUBLISHER

KNOWLEDGE IS BEAUTIFUL!

When you know something that could make life better for millions, you have a duty to share it.

That's why SNS has always been more than a product company. We're also in the education business.

First, we want to teach the world that women needn't sacrifice their health for their beauty—and that includes nails!

Thanks to SNS dipping powders, every manicure can actually make the natural nails healthier and stronger.

Health is important...but so is beauty! And creating beauty takes skill, especially with nails. There's only one way to build lasting skill: hands-on education.

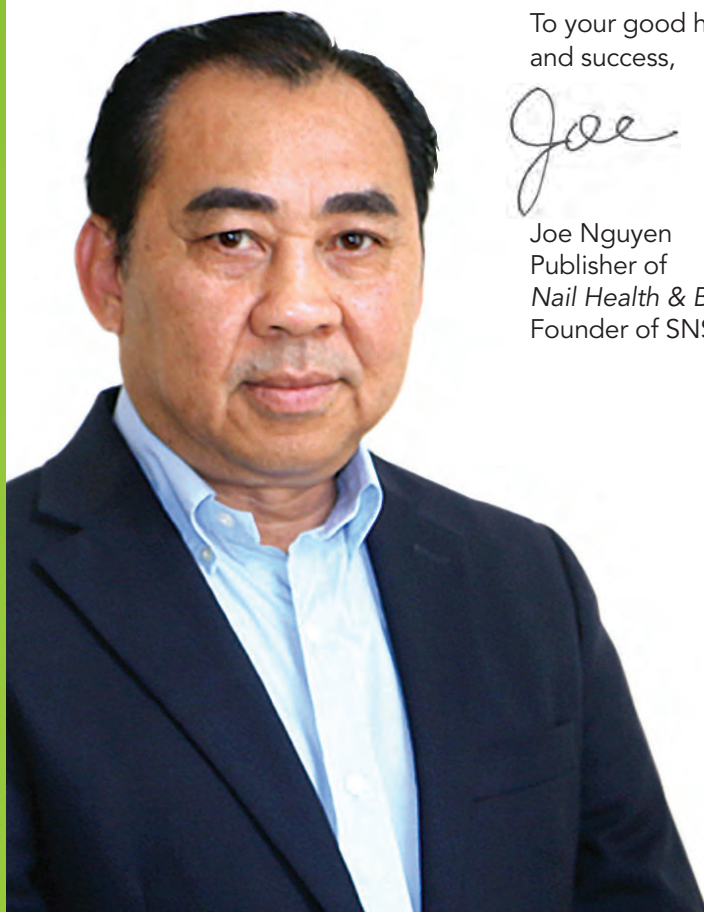
So...this year we founded **SNS Academy** to deliver the best training to the greatest number of nail technicians.

Read about SNS Academy in this new edition of *Nail Health & Beauty*. You'll also see our latest product innovations, find new business opportunities, and learn from some great industry leaders.

To your good health and success,



Joe Nguyen
Publisher of
Nail Health & Beauty
Founder of SNS



SNS GELOUS COLORS

The most admired dipping powders in the world, with new finer powder and more than 400 brilliant colors. **See page 19.**



SNS COLLECTIONS

Hugely popular throughout the industry, SNS keeps producing fabulous, fashionable collections of its finest SNS Gelous Color. **See page 26.**

A World of Health & Beauty

SNS has been defined by innovation since its foundation in 1990. Today, we continue that creative tradition with new industry-changing products and ideas.



SNS NAIL LACQUERS

Perfect for pedicures, this new line of top quality nail polishes is designed to match SNS Gelous Colors and SNS GelStar.™ **See page 34.**

SNS PINK & WHITE

The world's first Pink and White dipping system is still the best, delivering exquisite results with every service. **See page 14.**



SNS GELSTAR™

Another industry first—the world's healthiest gel, with nutrients that strengthen the nails and a new, safer UV/LED light. **See page 32.**



SNS BASES & SEALERS

The foundation of the SNS dipping powder system, these are the products that ensure nail health, durability and a stunning mirror finish. **See page 30.**

SNS MASTERMATCH™ 3-IN-1

An original concept from SNS: three types of product, all with the same matching colors: SNS Gelous Colors, SNS GelStar™ and SNS Nail Lacquers together in one family. **See page 35.**



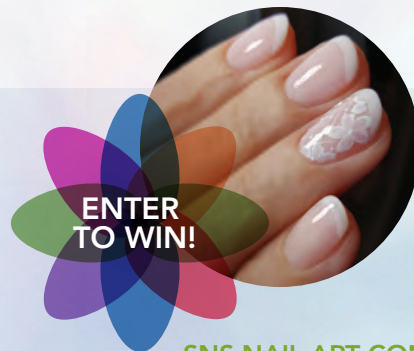
SNS ACADEMY

The powerful new educational resource from SNS, with live events and a unique online training platform. **See page 8.**



SNS EXCLUSIVE SALON

For ambitious salon owners, this program positions your business as the premier salon in your territory, with no competition. **See page 12.**



SNS NAIL ART CONTESTS

A new initiative to reward great nail art from technicians all around the world—your chance to get free product and show off your work. **See page 38.**



As a model of success in the nail industry, V&K Cosmetic stands apart. In four short years, this upstart distributor has conquered the Polish market and spread across Europe. Founder Violetta Mrowiec and her husband Krzysztof are 20-year veterans of the nail fashion business, but their massive growth only began when they embraced SNS as their major focus.



Founder Violetta Mrowiec and her husband Krzysztof

Owning the Territory

The drama began when V&K Cosmetic presented SNS at a major trade show in 2014. Their booth was mobbed by eager salon owners, nail artists and distributors. No one had seen anything like SNS dipping powders before. Professionals were immediately enchanted with the ease of application, lack of UV light, durability of the nails and a stunning array of colors.

More than that, the climate was right for a health-giving product: increasingly, women were expressing concern about damage to their nails from conventional gels and acrylics. Finally, salon owners were thrilled by a high-quality product that could not be purchased or used directly by consumers.

Only for Pros: the Training Principle

The Mrowiecs had always focused their distribution business exclusively on professionals, and with SNS they recognized immediately the importance of training. They established a business model that only registered salons could buy from them, and registration includes a commitment to training. "SNS dipping powders require skill," explains Joanna Golec, the company's Business Development Manager. "We've made this a strict rule to protect the consumer experience. When the products are applied correctly, consumers are happy and come back for more. That's what ensures the long-term health of the business."

Today V&K Cosmetic offers many kinds of training, for beginner technicians and advanced nail artists. These are conducted in six company-owned salons, located in Poland's major cities. Each specially equipped salon serves a triple purpose: delivering impeccable service to nail clients, distributing products to other salons, and training. Training is conducted by a cadre of expert technicians who have developed their own skills to an exceptional level of mastery. The emphasis on training has proved especially important in other European countries, where the founders discovered many salons offering SNS products without the skills to apply them.

The SNS Advantage

In Poland itself, V&K Cosmetic is the undisputed master of the dipping powder universe. Everyone knows the name SNS—and more important, they recognize SNS as the leading brand. Since the company began, several imitators have appeared on the scene, but none has been able to dislodge the dominance of SNS in Poland. The primary reason is product quality. "The powders are simply better," Joanna explains. "Better pigmentation, better consistency, a better all-around formula..."

Another reason for V&K Cosmetic's success with SNS is the huge investment it has made in building the brand. From the start, founders Violetta and Krzysztof have poured their time and resources into making the SNS name known. They attend

some 15 beauty trade shows every year, and they've conducted intensive social media campaigns through Facebook and Instagram in particular. They've also built up their website, while communicating with their salon customers through email newsletters and text messaging. All this activity has secured them an invincible position inside Poland. At the same time, it's provided a model for partner distributors in other parts of Europe.

Beyond Poland: a European Adventure

Expanding beyond Poland came naturally, because as the reputation of SNS grew, distributors in different countries started looking for a dependable source. The growing reputation of V&K Cosmetic made it the obvious solution, and enquiries began to pour in...from Bosnia, Croatia, Czech Republic, Romania, Hungary, Austria, Italy and, most recently, Russia.

Meanwhile, Violetta and her team have been traveling constantly from region to region, discovering important differences in how the nail industry operates, new trends, and all-important consumer attitudes. They are scrupulously careful about who they take on as a distributor partner outside Poland. Their standards are high, and they look for a company that is serious about training and will take good care of the SNS brand. They also expect their partners to make substantial investments in social media and other marketing, just as they have done themselves.

In just the past year, there has been a radical shift in the European nail industry with more and more distributors selling directly to consumers. There are two problems with this. First, it undercuts the business of the salons and spas. Secondly, with a product like SNS, consumers are left with a solution they cannot effectively use themselves.



Resisting this trend, V&K Cosmetic has held fast to its principle of selling only to professionals. A small team of sales representatives travels constantly, building relationships, explaining the products and introducing the trainings. As a result, V&K Cosmetic has won a unique place of trust throughout its growing market. The company is seen as both an authority and a friend by salon owners and partner distributors throughout the region.

A Glowing Future

With so much success in just four years, the future looks rosy for V&K Cosmetic. The company now has a regular presence at the famous Bologna CosmoProf, the largest beauty trade show in Europe. More company owned salons are planned, and with the recent addition of Russia, distribution will spread to a far wider geographical market. No matter how large the operation becomes, however, the owners Violetta and Krzysztof insist that their focus will remain unchanged: serving professionals with the best products, and the best trainings.





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.

HOW HEALTHY NAILS BECAME THE CONSUMER'S #1 PRIORITY

THE DIPPING POWDER REVOLUTION

Since SNS introduced dipping 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: dipping 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 dipping 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 dipping 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 dipping powder products.

An innovative new formula, SNS Nutri-Plus, will soon be embedded in the color powders themselves. This powerful addition combines ingredients known to give the natural nail greater health and resilience.

SNS is also developing a whole new range of Bases and Sealers, using breakthrough technologies from the medical world. The new formulas will provide safe bonding that's even kinder to the skin and nails.



LEARN FROM THE MASTERS

SNS is on a mission to raise the quality of nail services worldwide, especially in the application of dipping powders. Tiny differences in skill have huge effects on the customer's experience. And skill depends on masterful training.

So...we launched SNS Academy as an affordable training resource for nail technicians everywhere.

SNS ACADEMY LIVE **Hands-on Training—From the Best** **Hands in the Business!**

Nothing compares to training in person with master technicians who have decades of experience in delivering top quality results.

At SNS Academy Live, you get hands-on, personal coaching on every dipping powder technique you'll need to serve your clients with confidence.

And...you'll be CERTIFIED as an SNS Nail Artist. In fact, you can build up to higher levels of certification as you train more with SNS.

What You'll Learn

In your exciting 2-day intensive hands-on training you will learn 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 much 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)

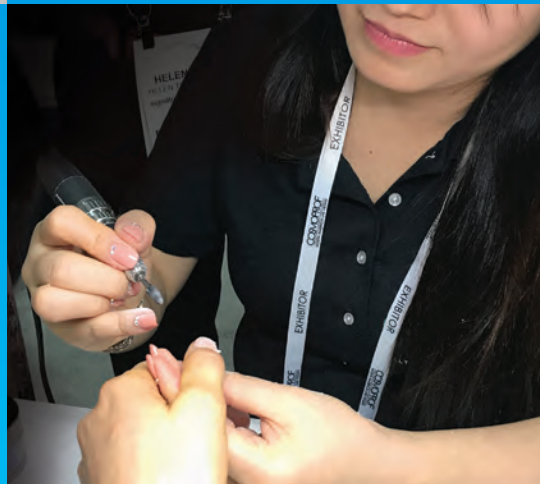


- Free salon marketing materials: beautifully designed posters and tent cards
- Free healthy lunch included each day

PLUS your own Custom SNS Academy Professional Student Kit, which includes a full range of SNS products and accessories!



Find your next and nearest training at SNSAcademyLive.com



FREE VIDEO TRAINING FROM THE SNS MASTER TECHNICIANS

SNS ACADEMY ONLINE

While you're waiting for your next opportunity to attend an SNS Academy Live training, you can start your learning by registering for SNS Academy's online nail technician courses.

You'll find dozens of short, expert videos that show you each dipping powder technique in perfect detail. You also get to see each nail service performed by a master, from beginning to end.

The videos feature the two most accomplished practitioners of SNS dipping powders: company founder Joe Nguyen and Grand Master Trainer Jasmine Nguyen.

Register **FREE** now at
MySNSAcademy.com



IN THREE EASY STEPS

PERFECT NAILS

Fast, easy, simple...that's the key to the SNS Dipping Powder System. 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 finding their beautiful nails are lighter and more natural feeling. And with the addition of four different vitamins, plus calcium, their nails grow healthy and strong!



STEP 1
APPLY BASE

STEP 2
APPLY DIPPING
POWDER



STEP 3
APPLY TOP



LEARN THE FULL APPLICATION PROCESS FROM THE MASTERS!
Visit SNSAcademyLive.com and MySNSAcademy.com



AN IMPORTANT TIP WHEN USING
SNS BASES & SEALERS

SAFETY FIRST!

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



PROFIT FROM THE **FIRST NAME IN NAILS**

How to Become an SNS Exclusive Salon

Becoming an SNS Exclusive Salon is the fastest and most powerful way to raise the local profile of your salon—and increase profitability!

An SNS Exclusive Salon offers only SNS nail services—and you own the title in a 3-mile radius. The benefits for your salon are wide-ranging...

- 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 and support from SNS



Exclusive Training

One of the key benefits of becoming an SNS Exclusive Salon is the depth of training that you and your team receive. You'll spend three full days with SNS Master Trainers, learning the latest and finest nail techniques. You'll transform your staff into the best-trained technicians in your neighborhood. More than that, you'll get a full day's training on business growth—from former salon owners with massive success stories.

Your SNS Exclusive Salon training comes with complete materials, including instructional book, and SNS product book with color chart.

SNS wants your salon to succeed! So we provide outstanding marketing support to help your business grow, including special SNS signage, beautiful SNS display racks, an exciting LED light-box poster, and SNS posters and tent cards.

Requirements

There are important requirements to becoming an SNS Exclusive Salon. These include:

- Only SNS nail products are used in your salon
- All products are bought from an authorized SNS distributor
- You stock the complete collection of SNS colors
- SNS approved signage is displayed in the salon
- Your location is approved by SNS
- You attend a special 3-day training
- You always use SNS application techniques and meet SNS standards

This is a summary only: full requirements are in the SNS Exclusive Salon Agreement

Learn more and apply at SNSnails.com or contact exclusivesalon@snsnails.com



THE CLASSIC BEAUTY OF THE FRENCH TIP

SNS PINK & WHITE DIPPING POWDERS

SNS created the world's first Pink & White Dipping Powder System more than 25 years ago.

Today, SNS leads the industry with the finest quality powders, the most naturally brilliant finish, and the strongest, longest-lasting nails.

Plus...every application of SNS Pink & White leaves the nails healthier than before!

SNS PINK & WHITE PRODUCT SELECTOR

PINK DIPPING POWDERS

All available in 2oz, 4oz and 16oz



NATURAL PINK

For a strong, natural nail... picture the pink of those first April blossoms that tell you: spring is here!

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



DARK PINK

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

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



X-DARK PINK

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

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



PINK GLITTER F1

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

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



PINK GLITTER F2

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

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



NATURAL PINK GLITTER F3

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

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

SNS PINK & WHITE PRODUCT SELECTOR

WHITE DIPPING POWDERS

All available in 2oz, 4oz and 16oz



FRENCH WHITE

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

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



AMERICAN WHITE

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

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



FRENCH GLITTER F3

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

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



SNS created the world's first Pink & White Dipping System. Today, SNS still makes the world's best Pink & White Dipping System.

SNS PINK & WHITE PRODUCT SELECTOR

NATURAL DIPPING POWDERS

All available in 2oz, 4oz and 16oz



NATURAL SET

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

Recommended Use:

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



NATURAL FILL

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

Recommended Use:

Maintenance for fill in SNS regular set.



NATURAL BALANCE OUT

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

Recommended Use:

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



SUNSCREEN

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

Recommended Use:

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



NATURAL SET SHEER

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

Recommended Use:

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

The beauty of the French Tip is its natural, elegant look. It's even more beautiful knowing that the natural nail is healthy!

S|N|S

HOW TO ORDER:

Salons: Find a Distributor at SNSNails.com

Distributors: Download an Order form at SNSNails.com

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



CHOOSE FROM 400+ FABULOUS DIPPING POWDERS

SNS GELOUS COLORS

SNS Gelous Colors offer you the widest choice of the world's most advanced dipping powders. You'll marvel at the brilliant mirror finish, not to mention the strength and lightness of the finished nail. Best of all, every application of SNS Gelous Colors makes the natural nail even healthier!

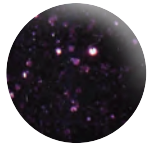
SNS GELOUS COLOR SELECTOR



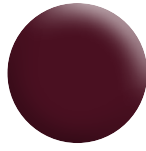
SNS GELOUS COLOR SELECTOR



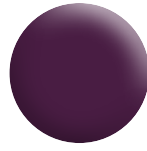
98
Cleopatra's
Necklace



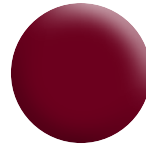
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Wizard Fantasy



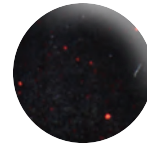
100
Second
Honeymoon



101
SNS Soul Mates



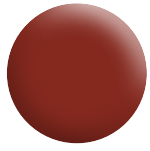
102
Cosmetics Fortune



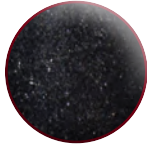
103
Girls Night Out



104
Luxury Shades



105
Fabulous
Cocoa Mauve



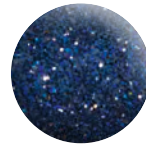
106
Luxurious Kimono



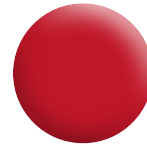
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Angel Dust



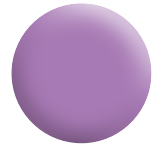
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Arabian Nights



124
Twilight Blue



126
Tulipa Mania



127
Divine Intimacy



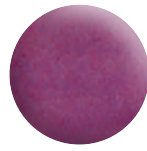
128
Lamborghini Drive



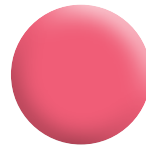
130
Fashion Walk



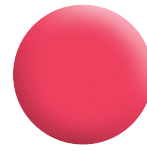
131
Barely Touch



134
Dress To Impress



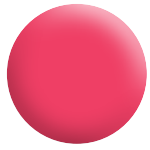
136
Hola Fuchsia



138
Shop'Till U Drop



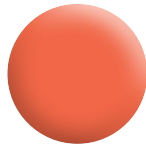
139
Fiesta Cabana



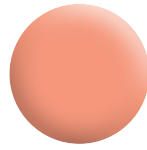
140
Electric Pink



141
Ne M'oubliez Pas



142
Gentle Carnation



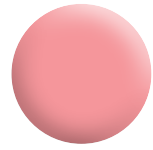
144
Innocent Coral



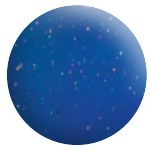
146
Fun In Bogota



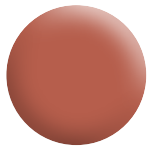
147
Lovely Lilac



148
Sugar Lips



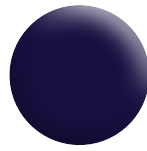
149
Crystal Blue



150
Britania Mocha



151
U.S. Navy Teal



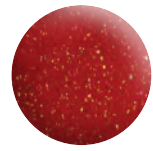
152
SNS Ink



153
Prince Of Orange



154
Beautiful Dreams



156
Crimson King



158
My First Love



159
Raise Your Glass



160
Class Reunion



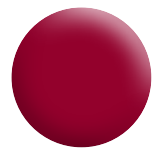
161
Sweet Dreams



164
Senorita Rose



166
Warm At Heart



170
Dancing Queen



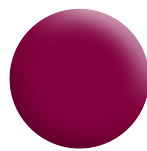
171
French Kiss



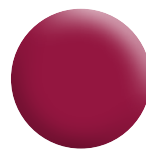
172
Mango To Tango



176
Tea With
The Queen



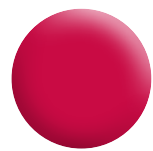
179
Cape Cod
Cranberry



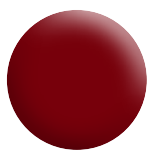
180
Nine Inch Nails



181
You're A Genius



186
Ex Nail Biter



190
First Kiss



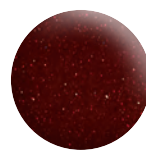
192
Simply Seductive



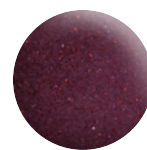
211
Candy Pop



212
Spanish Sangria



218
A Really Grumpy
Waitress



219
Sorrento Purple



225
Frolick

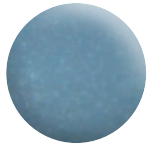
SNS GELOUS COLOR SELECTOR



SNS GELOUS COLOR SELECTOR



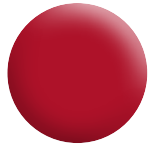
351
Cupid's Arrow



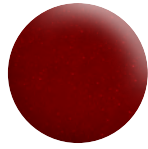
352
Tiffany Blue



354
Bushels Of Fun



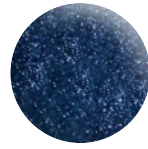
357
Red Obsession



360
Brisk Ambers



364
Awe-Inspiring



365
American Star
Search



366
Camino Royale



367
Nanotech



368
Moonshine



369
Counting Cards



370
Boom Shaka Laka



371
Glam Doll



372
Gorgeous Green



373
Brahms



374
Bling



375
Cherry Pie



376
Cosmo



377
Finesse



378
Chloe



379
4 Seasons



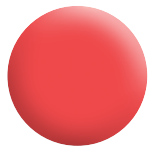
380
First Love



381
First Bite



382
Bold As Love



383
Cheetah



384
Fiona Apple



385
Fantasy



386
Casino Knight



387
Blue Steel



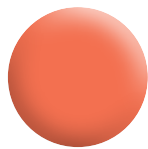
388
Audrey



389
Chyellow Lessons



390
Fireball



391
Easter Morning



392
Comb-Over



393
Cheesy
Pick Up Lines



394
Butterfinger



395
Blue Ice Cryin'
In The Rain



396
Elon



397
Dang Nabbit



398
Beach Hair



400
Gen X

S | N | S

HOW TO ORDER:

Salons: Find a Distributor at SNSNails.com

Distributors: Download an Order Form at SNSNails.com



A close-up photograph of a woman's face and hand. Her lips are painted with a vibrant purple lipstick. Her hand is positioned in the foreground, showing several fingernails with SNS nail polish. The nails are painted with a bright pink color and feature a gold glitter tip. The background is a solid, deep purple color.

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.

S | N | S
HEALTHY NATURAL NAILS

THE ULTIMATE GALLERY OF NAIL FASHION

SNS COLLECTIONS

With over 400 SNS Gelous colors, you're spoiled for choice! SNS Collections make your decisions easy with these fabulous "color families" selected by top nail fashion designers.

AUTUMN COLLECTION

Match the beauty of the fall season with these rich and natural hues.



BEST OF SPRING COLLECTION

It's spring fever any time of year with this thrilling array of light, fresh colors.



BRIDAL COLLECTION

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



CLEOPATRA COLLECTION

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



DESIGNER SERIES

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



DIVA COLLECTION

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



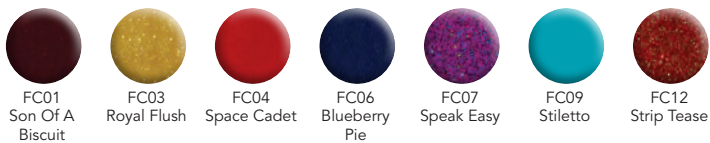
EASTER COLLECTION

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



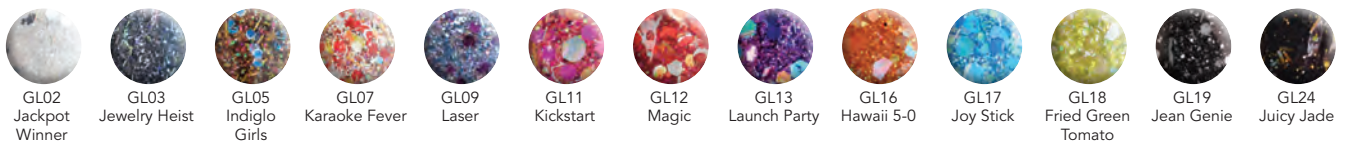
FAIRYTALE COLLECTION

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



GLITTER COLLECTION

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



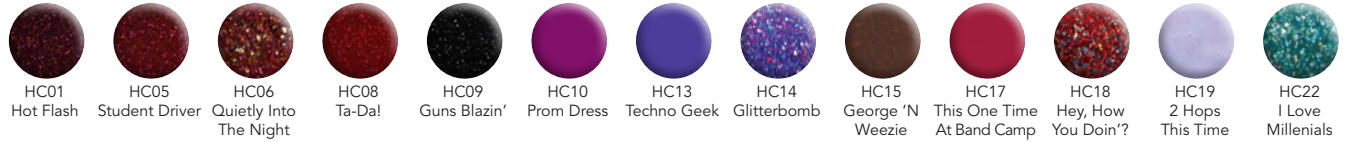
GLOW-IN-THE-DARK COLLECTION

Do you dare? Light up your life with these exciting Glow-in-the-Dark Nails!



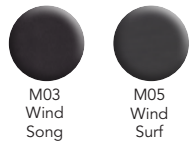
HOLIDAY COLLECTION

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



MATTE COLLECTION

Express your personal style and turn heads with these fashionably dark hues.



NUDE COLLECTION

Lovely skin tones and mild pastels give this unique collection its natural appeal.



NUDE IN SPRING COLLECTION

Give new life to your nails with these lovely natural skin-tone colors.



SPRING COLLECTION

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



SUMMER COLLECTION

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



HOW TO ORDER:

Salons: Find a Distributor at [SNSNails.com](https://www.SNSNails.com)

Distributors: Download an Order Form at [SNSNails.com](https://www.SNSNails.com)



THE FOUNDATIONS OF NAIL HEALTH

SNS BASES AND SEALERS

At the heart of the SNS dipping powder system is a range of unique products called SNS Bases & Sealers. They 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 were designed by SNS scientists to ensure the following:

- Use natural materials wherever possible
- Nourish the natural nail with healthful ingredients
- Eliminate toxic odors in the salon
- Minimize allergenic effects
- Ensure that colors are brilliant and consistent
- Provide a light, strong and flexible nail
- Protect the nails against UV light
- Are easy to apply...and remove

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

Nutrients for the Nail

Take a look at the powerful nutrients featured in the SNS Bases & Sealers:

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: it 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; it also provides a protective barrier against harm.

VITAMIN D3

Boosts elasticity of the tissues and stimulates collagen production, while helping to replenish the cells and maintain their natural moisture.

CALCIUM

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

SELECT YOUR BASES & SEALERS

All available in 0.5oz and 2oz Refill



E.A. BOND

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

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

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

GEL BASE WITH CALCIUM & VITAMIN E

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

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

GELOUS BASE WITH CALCIUM & VITAMIN E

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

Recommended Use:
Apply Gelous Base for Gelous Color only.

SEALER DRY

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

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



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 a few drops into a thickened bottle and shake, allow 5 minutes to settle.

BRUSH SAVER

Maintains a soft and clean brush during applications.

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

THE WORLD'S HEALTHIEST GEL

SNS GELSTAR™

SNS GelStar™ offers a totally new experience of using gels. This exciting new product line contains Vitamin E and Calcium to support healthy nails. Application is fast and easy, and no alcohol is needed for the top.

Excitement about SNS GelStar™ is spreading from salon to salon! Contact your SNS distributor to order your first colors and find out why...

Durable
14-Day
Wear

Healthier
Nails

Easy
Application

Brilliant
Mirror
Surface

No Alcohol
Needed For
Top

Fast
Removal

SNS GelStar™ boasts 150+ vibrant colors. Every color gives a perfect match with SNS Gelous Colors and SNS Nail Lacquers!





NEW! SAFER, SMARTER UV/LED LIGHT

To support SNS GelStar,[™] SNS introduces an exciting new Hybrid UV/LED Light. Take a look at the exciting features:

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

PERFECT FOR PEDICURES

SNS NAIL LACQUERS

SNS dipping powders are wildly popular—but they aren't appropriate for pedicures. So how do you provide your client with matching fingers and toes?

Easy answer...SNS Nail Lacquers!

SNS Nail Lacquers provide a beautiful range of polishes that perfectly match the famous SNS Gelous Colors—and they match SNS GelStar™ colors, too.

It's All in the Family

SNS understands you may need to use a mix of different SNS products for the same client. So we came up with a brilliantly simple solution: the SNS 3-in-1 MasterMatch™ System.

With a range of colors that match across all our product lines, you can get a unified effect whichever product you use.

SNS Nail Lacquers are part of the MasterMatch™ System, and they're just perfect for the client who wants her toes to match her beautiful SNS fingernails.





THREE TYPES OF PRODUCT,
ONE FAMILY OF COLORS

3-IN-1 MASTER MATCH™

Here's another SNS first: a choice of three different nail product lines, united by one family of colors.

3-in-1 MasterMatch™ offers a choice of 150 colors, all perfectly matching across SNS Nail Lacquers, SNS Gelous Colors and SNS GelStar™.

With 3-in-1 MasterMatch™, SNS makes it easy for salons to mix and match products to meet the client's needs. That's one beautiful idea!



Different Products, Same Colors

3-in-1 MasterMatch™ provides perfectly matching colors for nail lacquers, dipping powder, and gel polish.

SNS NAIL LACQUERS

SNS Nail Lacquers are perfect for pedicures. Thanks to the 3-in-1 MasterMatch™ color system, they perfectly match SNS Gelous Colors and SNS GelStar™.

SNS GELOUS COLORS

The industry leader in dipping powders...SNS Gelous Colors are light, durable and flexible, with a stunning mirror finish. They're easy to apply with no UV light, and every application leaves the natural nail bed healthier.

SNS GELSTAR™

The world's healthiest gel, SNS GelStar™ contains Vitamin E and Calcium to support healthy nails. Fast application for a brilliant mirror surface, and no alcohol needed for top.

Or Choose 2-in-1...

Just need SNS GelStar™ and/or SNS Nail Lacquers? We also offer 2-in-1 MasterMatch™ sets for your convenience.



OUR MARKETING TOOLS ATTRACT NEW CLIENTS

SNS HELPS YOUR SALON GROW!

Women everywhere are asking for SNS. So now you can expand your business faster by telling the world about your SNS nail services!





Ask your SNS distributor for these beautiful marketing materials. Choose posters... tent cards...whatever you need.



WIN GREAT PRODUCT PRIZES—AND SHOW YOUR WORK TO THE WORLD

SNS NAIL ART CONTEST

You know you're good! Your clients love the way you do their nails—and they keep coming back, bringing their friends...

But who else gets to see your great work? Well now there's a chance to show off your skills to the thousands of people who follow SNS online all over the world.

And...you can win fabulous prizes, too.



SNS is running regular nail art contests, with new prizes every time. It's easy to enter, and if you're as good as you believe you are, it's easy to win!

How to Enter

All you need do is create a finished set of SNS Nails, take a photo, and post it using the hashtag **#thisismysns**.

You can also send us your artwork via email at **socialmedial@snsnails.com**.

Here are the guidelines for your SNS nail art photographs:

- You must use SNS products for the nails!
- The submitted image(s) must be yours
- You must include the name and number of SNS product(s) used
- Use a clean background—NO logos or salon names visible (we'll credit you)
- Good lighting makes a good picture!
- Clear, crisp image quality is important

- Keep it simple...OR get creative! (feel free to play with nail shape/length, color, design...you name it!)
- Use hashtag **#thisismysns**

In addition, selected images will be chosen and shared across our social media platforms. If we share your image, we will credit you and your salon!

IMPORTANT NOTE:

By entering your photo in this contest, you are granting SNS unlimited permission to use the image in print and digital media.

1

1ST PLACE:

Aleksandra Chrustowska
a.wronska93@gmail.com

Beauty Bar - Nails & More

Instagram:

beauty_bar_nailsandmore

Product #'s:

French White tips + BC4 for base



2

2ND PLACE:

My Kim Pham
pizzaxgirl@hotmail.com

Instagram:

p.mykim

Product #'s:

EC10 + CT12

3

3RD PLACE:

Wioletta Wilk
wioletta.wilk15@gmail.com

Instagram:

violet_v_nails

Product #'s:

AC14 + 352 + 355

LA NAIL SUPPLY

IT'S A FAMILY AFFAIR



The Truong Family

“...this health wave hasn't fully hit the nail industry yet. When it does, SNS will be out there in front.”

—Eric Truong

How does a tiny mom-and-pop store occupying 600 square feet grow almost ten times to become a leading force in the Atlanta nail supply industry? The answer is one word: family. LA Nail Supply is the story of three generations coming together to become a source of inspiration for their customers, their community and themselves.

First generation immigrant Linh Truong stumbled into nails by chance. A skilled carpenter, he was commissioned to make 12 tables for a newly opening nail salon. Then he was asked to make another set. Looking around, he realized that nails were booming, particularly among his Vietnamese compatriots. With so much demand for his abilities, Linh quit his job and opened a business making nail stations and pedicure chairs. A natural entrepreneur, he recognized that all these new salons needed nail supplies. A little research revealed how few distributors there were in Atlanta at that time, so he decided to jump in, launching LA Nail Supply in tandem with his furniture-building business.

From the beginning, everyone in his extended family pitched in to help, beginning with his three sons Kelly, Eric and Caleb. Eric, now 23, recalls: “We’d stay up till midnight on Saturday, getting product bagged for the Sunday rush. My mom, Khuong Truong, was a driving force from the beginning. Grandma and grandpa would help, and all sorts of aunts, uncles and neighbors. It was definitely a family affair.”

Dipping into the Health Wave

An important turning point for the business came with the introduction of SNS dipping powders. Customers were excited by the new alternative to gels and acrylics. But in Eric’s view, the best is yet to come. “If you look around, there’s a huge growth in health awareness among women everywhere: yoga, organic foods, all sorts of diets...but this health wave hasn’t fully hit the nail industry yet. When it does, SNS will be out there in front.”

Today at LA Nail Supply, the younger generation is beginning to take more of a lead. While Eric studies business at college, his elder brother Kelly is running day-to-day operations—but always with the active guidance of their parents. Eric describes the two brothers spending frequent long evenings, crafting their vision for the company’s future.

A Good-Looking Future

“For my mom and dad, the overriding priority was to sell product,” Eric says. “And rightly so: they did the heavy lifting that got the business off the ground. Now we’re able to expand our focus.” Two new directions are emerging. On the one hand, the company is adding education as a key offering. Training is vital with dipping powders, to ensure the optimum consumer experience that ultimately drives demand. Also, the new generation is predictably engaging in more sophisticated marketing, such as social media, with special attention to design. “When things look their best on the outside, that inspires everyone to do their best on the inside,” Eric explains. “Nevertheless, we’ll never lose sight of our core values: great product and education, with great quality and pricing.”



SUPPLYING BEAUTY AND HEALTH

OUR AUTHORIZED DISTRIBUTORS

Meet the amazing people who are supplying the salons of the world with SNS products.

ALABAMA

MOBILE NAIL & BEAUTY SUPPLY
458 Azalea Rd.
Mobile, AL 36609
251-633-8883
info@mobilenailsupply.com

ARIZONA

AZ NAIL SUPPLY
7582 W. Cactus Rd., B-2
Peoria, AZ 85381
623-979-9800
aznailsupply@yahoo.com

LUXE NAIL SUPPLY

3315 E. Osborn Rd.
Phoenix, AZ 85018
480-241-7261
amytranc1@gmail.com

NATIONWIDE NAIL SUPPLY

7549 W. Cactus Rd., #107
Peoria, AZ 85381
623-878-2475
nationwidennailsupply@yahoo.com

NATIONWIDE SUPPLY

2045 W. Main St., Ste. 102
Mesa, AZ 85201
713-628-4389
johntran1196@gmail.com

SUNLIGHT NAIL SUPPLY

2055 N. Dobson Rd., Ste. # 7
Chandler, AZ 85224
630-401-9269
Th0466@gmail.com

SUN BEAUTY SUPPLY

3446 W. Camelback Rd., Ste. 147
Phoenix, AZ 85017
602-459-3263
sunbeautysupplyaz@yahoo.com

CALIFORNIA

GLOBAL SNS NAILS
122 Confederation Way
Irvine, CA 92602
949-742-9505
globalsnails@gmail.com

NAIL SUPPLY STORE

8038 Garvey Ave., Ste. A
Rosemead, CA 91770
626-321-1056
nailsupplystore@gmail.com

WS NAIL SUPPLY

757 E Brokaw Rd.
San Jose, CA 95112
408-982-5139
info@wsnailsupply.com

COLORADO

COSMO NAIL SUPPLY
3415 W Alameda Ave.
Denver, CO 80219
303-777-0222
johnny@cosmonailsupply.com

SPECIAL TOUCH BEAUTY SUPPLY

4485 Wadsworth Blvd., #109
Wheat Ridge, CO 80033
303-424-4611
specialtouchbeautysupply@gmail.com

FLORIDA

ABC NAIL SUPPLY
1239 Hillcrest St.
Orlando, FL 32803
321-732-3762
abcnailsupply@gmail.com

BEAUTY EAST NAIL SUPPLY

4300 Cleveland Ave., C2
Ft. Myers, FL 33901
239-848-8744
beautyeast2012@yahoo.com

DONNA NAILS SUPPLY

2836 Northwood Blvd.
Winter Park, FL 32789
407-967-3638
donnaasn11@yahoo.com

FANTASY BEAUTY SUPPLY

7031 49th St.
North Pinellas Park, FL 33781
727-527-1401
diembuifl@gmail.com

LA NAIL SUPPLY

2202 W. Waters Ave., #123
Tampa, FL 33604
813-335-1934
quangtampa@gmail.com

NAIL COMPANY WHOLESALE SUPPLY

3015 Mobile Hwy.
Pensacola, FL 32505
850-434-6245
viet@nailcowwholesale.com

SUNNY BEAUTY SUPPLY

1230 W. Central Blvd.
Orlando, FL 32805
407-865-4916
tnasupply@gmail.com

T & N NAIL SUPPLY

6103 56th Pl. N.
St. Petersburg, FL 33709
727-666-1455
Nynatran2016@Yahoo.com

GEORGIA

BEAUTY & NAIL SUPPLY
3435 Wrightboro Rd., Ste. 1116
Augusta, GA 30909
706-736-4004
nvnailsupply14@yahoo.com

DIAMOND NAIL SUPPLY, LLC

5456 Jimmy Carter Blvd. Ste 110
Norcross, GA 30093
770-447-6888
diamondnailsupply@comcast.net

HAPPY NAIL SUPPLY

1612 Lake Harbin Rd.
Morrow, GA 30260
770-703-3433
hpnailsupply@gmail.com

LA NAIL SUPPLY INC.

4707 N. Royal Atlanta Dr.
Tucker, GA 30084
770-695-0323
a.phan@lanailsupplyinc.com

SNS AUTHORIZED DISTRIBUTOR

5495 Jimmy Carter Blvd., F-120
(Inside Hong Kong Supermarket)
Norcross, GA 30093
404-428-9142
trangtran08161973@gmail.com

VICTORIA NAIL SUPPLY

5150 Buford Hwy. NE, Ste. C210
Doraville, GA 30340
404-717-7169
victoriaminhhoa@gmail.com

WAREHOUSE NAIL SUPPLY

3645 Zip Industrial Blvd.
Atlanta, GA 30354
404-559-0169
warehousemail@yahoo.com

ILLINOIS

LYNAMY BEAUTY SUPPLY
4925 N. Broadway, Suite F
Chicago, IL 60640
773-275-1110
lynamybeauty@gmail.com

INDIANA

LUNAR NAIL SUPPLY
3641 Lafayette Rd.
Indianapolis, IN 46222
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