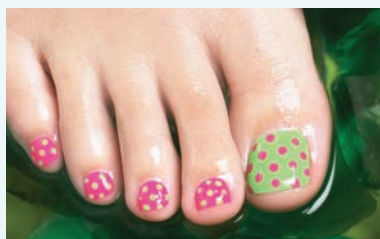


2009 trend watch: flashy pedicures, longer lashes, and stiletto nails

The vast majority of the service trends this year point downward — to the feet. Besides the upscale pedicures, you're also offering "express service" pedis for lunchtime clients or those watching their pocketbooks.

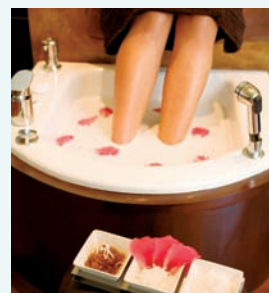


Salon clients have embraced heartily **ACRYLIC AND GEL TOENAILS**, often in a demure French, but just as often in a custom color or design. These low-maintenance looks appear high maintenance, and they're the ideal loyalty-builder for you.



Many nail techs have gone "**MEDI WITH THEIR PEDIS**" as well, focusing on "detox pedicures" that although dubious in efficacy have clients "soaking in it." They're doing pedicures built around removing callus buildup and heel maintenance.

The fastest-growing — and most profitable — new service this year is the super-embellished pedicure. The **TOP-SHELF PEDICURE** can either be high priced because it's a long, massage-intensive, paraffin-dipped, aromatherapy-infused, kitchen-sink service. (See our special **NAILS Cookbook** on page 27 for some great ideas for your own service menu.) Or, it's because you might be embedding fabric clips in clear acrylic so a bridesmaid's dress not only matches her shoes, but her toenails.



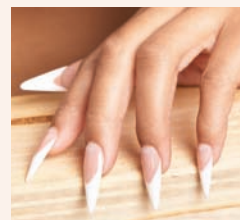
We have seen a few other trends that show us nail techs are open to new ideas, continually looking to expand their service menus and learn new (fun) techniques.



One trend this year has nothing to do with nails. We've seen a shot at supplemental services by looking deep into clients' eyes ... and finding her **LASHES AND BROWS** wanting. Salons told us that they've added eyelash extensions, brow shaping, lash tinting, and retail lashes this year. Lash application requires no special license so it's a natural for nail salons.



While it may be a flash in the pan, **FIMO CANES** (those clay fruit slices that so many nail techs are creating nail art with) have been enormously popular. Clients love the "Are they real?" feel to them and they're as easy to do as applying a layer of acrylic.



STILETTO NAILS, those long dagger-like nails usually created with colored acrylic, have given you a fun new technique to learn (and given **NAILS** a couple of great cover concepts this year).

And though it may strike fear in the hearts of nail techs, **MINX "NAIL COATINGS"** slip on the nail and are hardened in place with the pass of a blow dryer. They debuted on the cover of **NAILS** in February 2008 and have picked up steam in the consumer press lately. Although they can be a tad tricky to apply, they are said not to chip and require no acetone to change. Celebrities like Beyoncé and Lindsay Lohan can't get enough of these fun nail coatings. **N**

