



blanche macdonald centre  
**NAIL STUDIO**



## INTRODUCTION

# *Nail Art Mani-festo*

From the fierce talons seen strutting about office keyboards to the Swarovski-encrusted sculptures of the Avant Garde, the world of nail adornment is a spectacular one! Nail Art is an extension of our creativity that interacts with the world in a flutter of gestures and actions. It is the creation of petite wearable masterpieces, transportable treasures that you can covet throughout your day.

To share and connect with strangers over our love for this craft; to be fiercely independent and boundless in where we take it; to engage with creative teams to bring a vision to fruition in the most intricate of details – these are just a few of the things we live for.

Today, the culture of Nail Art is magnificently multifaceted. In a stirring blend of art, science and business, you can mix and match a career that is exactly right for you – how exquisite is that! Whether you're looking to delve into the high-pressure thrill of fashion photoshoots, add a fresh coat to your at-home business, let your talent shine within a salon team or create a space of your very own, our Nail Studio program will give you the base coat to set your passions in action.

The opportunities are endless and they are at your fingertips – you have only to reach for them.

So let's get started! We'll begin at the basics. We'll show you how to 'build' a nail and how to sculpt that perfect shape; we'll give you the know-how of high-standard hygienics and of how to care for your clients and their specific needs. We'll explore the latest products, tips and tools to keep you at the tip top of industry savvy.

We'll pop the tops of our favourite polishes and gels and make marvellous, mad science happen in our 'creative learning labs.' We'll construct minuscule monuments of acrylic and jewels, taking you from classic French Manicures to 3D Japanese extravagance.

Our base coat of knowledge set and prepped with your unique and vibrant design personality, we'll seal it all in with entrepreneurial polish. From curating your signature service menu to applying for a business license and self-branding, we'll buff up your biz whiz to set your business to shining.

If you've been dreaming of this world, we'll open the door for you. We were once dreamers too. Now we are a worldwide network of success stories and outstanding creative talents. The Blanche Macdonald Centre is an internationally lauded establishment of education, and we pride ourselves in being fully accredited under the auspices of the Ministry of Advanced Education BC. Our standards have been measured, and we measure up (which means you will too). Our Nail Studio program drives the agenda and sets industry standards in hygienic practices, client consultation and artistic exploration. By joining our world, you are launching your professional career – whether it be part-time, full-time or freelance – out into the larger world of Nail Artistry.

Our inspirational team of Nail Studio Instructors and Program Directors is a family – and once you are here, you are family too. We're here to teach, support, guide and listen while you are in school, and forever once you have graduated. Our doors are always open. We welcome you here!

*Cover nail design by Stefania Flex, makeup and hair by Timothy Hung, left nail design by Paige Roy, Blanche Macdonald Graduates*



## *The Nail Industry*

*The story of Nail Art through history is a magnificent one; it has seen Queen Nefertiti's fingers dipped ruby red, insect shellac in Ancient Rome, and talons of the Chou Dynasty elite dusted in gold.*

The length and decor of a nail once signified a freedom from labour. Today it is a celebration of art in daily ritual and a symbol of confidence in the workplace.

The multibillion dollar business of bespoke Nail Art is booming. As it blazes through the beauty industry, you'd be wise to catch it; there are infinite places that you can go! Work it into your lifestyle or make it your lifestyle; Nail Art can be as stable as a home-based business, and as movable as the ocean-roaming of luxury cruise spas. In the professional elevation of freelance and home-based entrepreneurs, and in the powerful wake of social media as marketing, a career in the nail industry can be as accessible as establishing a kit and instigating word of mouth. The options are limitless.

Our spectacular Career Team is working around the clock, sourcing an endless stream of career and volunteer opportunities for our students and graduates alike to choose from. There's something for everybody.

*Left nail design by Paige Roy, Blanche Macdonald Graduate*

## *What sorts of dreams would you like to sink your nails into?*

- ❖ Kick your independence into high gear by opening a Freelance/Mobile nail business, taking your artistry to weddings, special events and home visits.
- ❖ Make home your base. Building a personalized salon in your home is a great way to multitask with your existing lifestyle, or to add on as a second career.
- ❖ Join a spa or salon family as a Nail Technician/Artist, or take the helm as a Manager. Hair salons, through necessity of diversification, have begun taking on Nail Artists as a part of their salon team.
- ❖ Open up a nail bar of your very own!
- ❖ Be a Nail Artist to the stars! Keep celebrities camera ready, from fingertips to toes.
- ❖ Take your passion for product across the country as an Account Executive or Educator for prestigious nail brands.
- ❖ Utilize your technical knowledge and understanding of client relations, and relay your savvy to major Nail Art market players as an Industry Consultant.
- ❖ Rent a table and set up shop in integrated and innovative boutiques.
- ❖ Travel to luxurious, exotic destinations as a Nail Artist on board cruise ships and in resorts.
- ❖ Capture the attention of, and sign on with, an agency; collaborate with other creatives on high fashion, commercial and beauty photo shoots, and bring collective visions to life.
- ❖ Share the energy of your passion with those in need as a roaming nail specialist and caregiver in hospices, seniors centres, children's hospitals and for charities.
- ❖ Work with a line to lacquer the catwalks of Fashion Weeks across the globe.
- ❖ Create your own kit must-haves! Integrate industry experience and know-how with business and craft, conceptualizing a product line of your very own.
- ❖ Blog about it! Nail Artists have major clout on such platforms as Tumblr and Instagram – and it is rapidly becoming a business in itself.



*Top left and bottom left nail designs created by Catherine Tsang, all other nail designs by Paige Roy, Blanche Macdonald Graduates*

# Course Outline

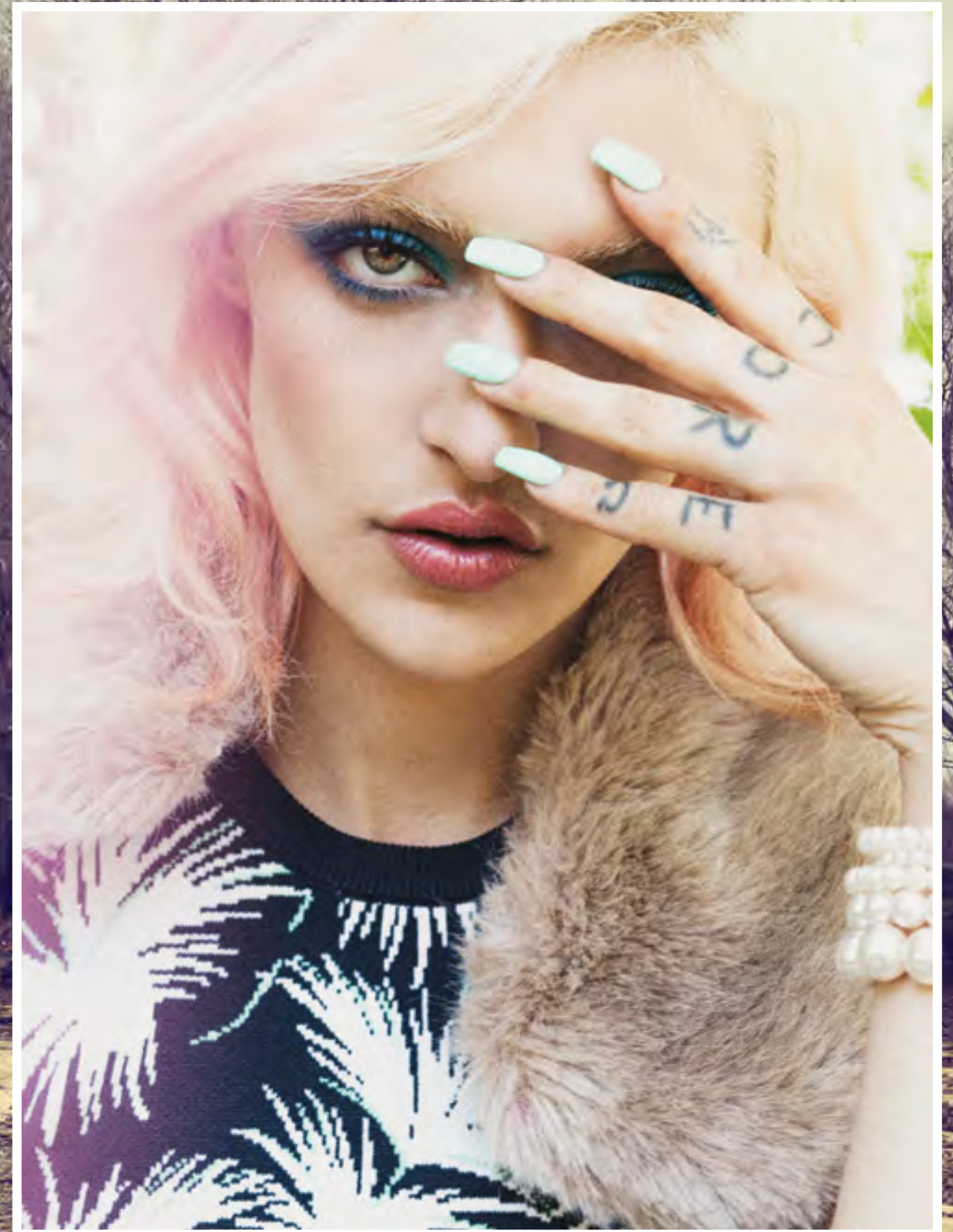
NATURAL NAILS AND CREATIVE NAIL STUDIO

*Over the course of your six months, you will paint, file and bedazzle through two modules of 150 hours each, each one engaging your creativity in exciting new formats.*

As a Nail Art Professional there is a constant flux and flow to your day, which sees you fluttering through many stages spanning outright creative, to technical and business-minded. We have carefully and lovingly composed your six months here to allow you to explore the interplay between art, science and business, weaving through the harmony of diverse skill sets that you need to become a successful member of this industry. This means that no matter where you are at in your Nail Studio journey, you will be immersed in the hands-on. We are do-ers and makers, creators and interpersonal-seekers after all!

Delve into the diverse facets of this industry, examining the natural and organic practices versus those artificial and high tech, so that you may navigate and understand each world and the clients that propel them. Hone the balance that will make the business of your Nail Art – whatever it turns out to be – fruitful, and instilled with your unique set of standards, values and ethics.

*Right hair and makeup by Paula Lanzador, Blanche Macdonald Graduate*



## Nails, Naturally

### CLIENT CONSULTATION

In the end, it's all for the client. We will give you the knowledge and tools to consult your customers to understand their unique health and lifestyle necessities, as well as their desires, and how to then compose a service that is safe, comfortable and customized for their needs. A professional, considerate, and caring service will naturally lead to sales and re-booking.

Your workspace and personal presentation are an extension of your professionalism. Learn the proper composition of your station: the correct order and arrangement of implements, accessories and supplies. Compose your demeanor, posture and attire to exude expertise, elegance and openness to the needs of your client.

### ANATOMY & PHYSIOLOGY

Let's get acquainted with our subjects! The hands and feet hold many secrets, together making up more than half of the bones in the human body. We'll take you through the basic anatomical structure of the hands and feet, how a nail grows, as well as the chemical composition and shape of the nail – from oval, to squoval, round, pointed and square.

Learn how to identify nail irregularities, diseases and disorders in order to determine the safest course for your service. We will educate you on the characteristics and terminology for a range of nail and general health conditions, and together build the analytical paths that allow you to revise your treatment protocol to provide the best service, with each individual's wellness in mind.

### SANITATION & HYGIENE

The client comes first, and with that, their health. We are forever improving and solidifying the industry standards of hygienic procedures and infection control practices. We'll teach you the meticulously proper ways to sanitize your tools, implements, and nail station. You will develop the ability to create safe and healthy treatment environments using the correct processes and materials. In learning the Personal Service Establishment Guidelines, our Provincial standard of practice, you will learn effective infection control. By becoming Material Safety Data Sheet (MSDS) literate, you will know how to properly store chemicals, reducing hazardous exposure. It all comes together in the creation of a wholesome, legitimized space in which your customer can ease their bodies and minds.

### MANI PEDI

Learn the secrets and sequencing of an outstanding manicure and pedicure: from the perfect soak to the ooh-ahh factor of a hand massage, the intricacies of cuticle care and how to seal the deal with a paraffin treatment. Refine your polish, file and nipper techniques and master the iconic French design. Our feet keep us grounded, and carry our whims about the world each day; soothe away the stress of rushing through life, and whisk your client off tired feet with a caring and relieving pedicure treatment. You will also have the unique opportunity to leverage your nail drill skills to offer dry (waterless) manicures and pedicures.

*Right nail design by Stefania Flex, Blanche Macdonald Graduate*



*Nails, Naturally cont.*

### SPA SPECIALS

We're all about those special extra steps. We'll give you a collection of innovative treatments and techniques to add to your, or your spa's, personalized menu options: how to soothe your clients' work-worn muscle woes with a paraffin treatment, as well as the ins and outs of reflexology. Nurture your client with nourishing hand exfoliants and masks. You will also learn how to enhance your spa concept with signature manicures and pedicures.

### LAQUERED

Let's get hue happy! We'll dip into our stock of top-of-the-line polishes, traditional and gel, and teach you how to swirl, dot, stencil and speckle your way to fabulous free-hand design. Dip your toes into 'water-marbling' techniques, fade away with ombre transitions, and indulge your inner artist with acrylic paint miniatures. Stay on top of trending creative cravings and the bespoke colours of the season. Create Nail Art with extended shelf life using on-trend gel polish formulations.

### FAMILY & FRIENDS + CLIENT DAYS

Creating Nail Art is like baking a cake – we'll give you the recipe to a great base, but it's ultimately up to you to interpret the flavours and add your imaginative flair to the decoration. And the best way to test out your experiments? Through friends, family, and a few patient strangers. Throughout each of your modules, you will put your new skills to practice and connect with clientele in our nail studios during our Friends & Family Days, as well as Client Days scheduled regularly throughout your term. Test yourself within industry time standards, develop your skills in client interaction and refine your service. Take in criticism and feedback, and move forward with renewed insight, boosting your confidence for your practice in the 'real world.'

### ENTREPRENEURIAL POLISH

*"It's not about ideas. It's about making ideas happen." - Scott Branson, Behance Co-Founder.*

This is a high-octane, interactive class of collective idea making, brainstorming and planning. It is an engaging coming together of artistry and dreams with the client care logistics and industry savvy that you have accrued to bring your personal career goals to reality. The life of an Entrepreneur or Nail Bar Manager is challenging, but infinitely rewarding. We will give you the tools to succeed: how to structure and register your business, how to build an effective team, how to define and target your clientele, and set your brand to shining brightest on the market. Together we will explore the infinite trajectories of your career journey, and teach you how to develop your personal and professional brand along the way.

### SOCIAL MEDIA

You've learned how to provide the service, the results, as well as an empathetic and caring connection with your clientele. Now, with the ever-expanding and immersive world of social media, you can connect with an immense potential for growth. Learn to create captivating online content, using social media platforms to glean priceless insight into your market, broaden the scope of brand awareness, fortify existing client relationships through accessible communication avenues, and forge new ones by utilizing your accounts as effective marketing tools. Observe, listen, participate and connect actively in your virtual community, and see how your business and personal brand flourishes.

*Right nail design by Stefania Flex, Blanche Macdonald Graduate*



## Creative Nail Studio

### ARTIFICIAL INTELLIGENCE

First developed for dentists – yes, really! – the acrylic formulation has now been appropriated and transformed by the innovative, creative brilliance of Nail Artists around the globe. The world of artificial nails is a thrilling mashup of science and art, a vibrant coming together of monomer, polymer, pigment and line. How far does your creativity extend? Acrylics and gels allow you to push your artistry beyond the confines of the nail bed, whilst indulging your inner mad scientist!

### CLIENT CONSULTATION

You wouldn't give a newborn parent a sharp set of stilettos, nor a gymnast a handful of elaborate, three-dimensional rosebuds. Client consultations are where you can check in with the lifestyle of your client to ensure that you are enhancing, rather than hindering, their day-to-day. Strengthen your personal connection by remembering the shared details of your client's life, and nail down a loyal repeat customer.

### TIP OFF — GELS & ACRYLICS

Employ acrylics and hard gels to apply fully-sculptured nails with nail forms. Apply overlays using acrylic and french gel nail tips and blending. Investigate the proper ways to prep the nail, and develop smooth and crisply defined acrylic and gel nails with each. Learn to use the hand drill safely and efficiently for backfill and gel removal procedures.

### CHARMED!

Add texture and bling to your Nail Art creations! Stud your gel and acrylic applications with crystals, beads, appliques and charms using soft gel securing and nail glue. Whether it's cute, elegant, or full-glitter glamour that your client is looking for, 2D Nail Art is a new way to add flourish to your artistry.

### NEW DIMENSIONS (3D)

Blast your Nail Art into the third dimension! From whimsical miniatures, to badass skull designs, beautiful golden intricacies and everything in between, 3D nail applications allow you to create petite sculptural fantasies for competitions, editorials, and for your everyday clientele. Play with colour and form by sculpting acrylic ornaments, and learn the pros and cons of build-and-stick versus build-up techniques. This module culminates in a practical 3D Nail Art project, where you will utilize your knowledge and amplify your creativity in a fantastic stretch of imagination and skill.

Note: The college reserves the right to change course offerings, course content, kit contents, facilities, faculty, tuition fees, and course schedules without notice.

*Right nail design by Stefania Flex, Blanche Macdonald Graduate*





# CurliQue

## CURLIQUE BEAUTY BOUTIQUE

You will also have the opportunity to utilize our stunning CurliQue Beauty Boutique to set your skills to action in a professional environment, and to network with fellow BMC artists from the Makeup and Pro Hair programs. An extension of the Blanche Macdonald Centre family, CurliQue Beauty is our learning laboratory where we celebrate education, retail and entertainment. Our Q Talent members are all Pro Artists and fellow Blanche Macdonald graduates, and we consider CurliQue a creative classroom, a field for practice and a launching pad for our future Makeup Superstars. As a student, you will be privy to informative presentations that integrate the worlds of nail art, beauty, and retail, and have the opportunity for creative collaborations. Explore this sprawling gallery space and expand your product knowledge, learn the newest techniques and collaborate with other creative professionals.

Enjoy special VIP savings as a member of the Blanche family.

## Q&A SALON

Q & A is our cutting edge, student-operated hair styling salon, where our Pro Hair student stylists put their knowledge to practice, connect and cultivate client relationships. It is forever buzzing, and stocked with gorgeous product. Interact with our burgeoning Pro Hair talent, build up your network of beauty stylists, and indulge in a fresh look.



Top left 3D nail design created by Inger Lu, all other Nail designs created by Stefania Flex, Blanche Macdonald Graduates



## *Canada Nail Cup winner, Liz Wee*

BLANCHE MACDONALD GRADUATE



*Above: Graduate Liz Wee placed first at the Canada Nail Cup 2015 for the Blinged category. Liz also placed first in Gel Art, second in Fun Sculpture and third in Gel Polish.*

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*Left nail design by Stefania Flex, Blanche Macdonald Graduate*



*Nail design by Paige Roy Blanche Macdonald Graduate*

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Please contact an Admissions Director for registration details.

**info@blanchemacdonald.com**  
**www.blanchemacdonald.com**

Please read the extended version of the Nail Studio brochure at this link: **www.blanchemacdonald.com/nail/brochure/**

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