



GLOSSARYLIVE.COM

Nails from A to Z

FROM *alisha*

Hard work pays off and the last few weeks have been a prime example of that! Our site is underway, our newsletter is now available in 6 languages, and our Tik Tok is blowing up!! There are so many exciting advancements happening but most importantly, we are one month closer to our dream of launching the biggest, most inclusive global nail community the industry has ever experienced. So, sign up for the newsletters, follow our social media, and be the first to discover the difference GlossaryLive will make in your career. **Xoxo, Alisha**



@alisharimando

FINGER FASHION FACTOID

The most popular nail color since polish began is RED although Nudes are a close second at the moment.

In the early 1940s, famous makeup artist and women's activist Elizabeth Arden was approached to create a lipstick specifically designed for women in service. In 1941 "Montezuma Red" was created. It was a bright, vibrant red, and perfectly matched to the red piping and chevrons on women's military uniforms. Montezuma Red was issued to military women in an official kit, which included the beautiful red lipstick, a matching cream rouge, and nail polish. Arden produced the same color for non-military women naming it Victory Red.



PRO Q&A

WHAT IS **NAIL POLISH** MADE OF?

The main ingredients that make up nail polish are:

POLYMER RESINS - Nitrocellulose or styrene acrylic polymers form a hard coating on your nails once the polish dries.

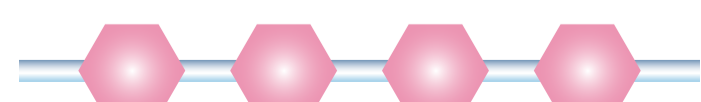
PLASTICIZERS - Dibenzates or triphenylphosphate give the polish flexibility to resist chipping and cracking.

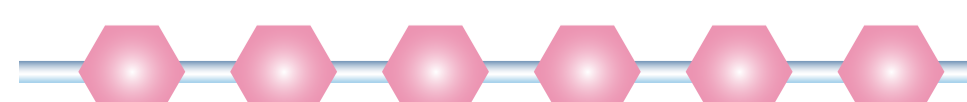
SOLVENTS - Butyl acetate and ethyl acetate dissolve and help mix all the ingredients together evenly and then evaporate as the polish dries.

PIGMENTS - Creates the colors we desire.

GLOSSARY

 Monomer

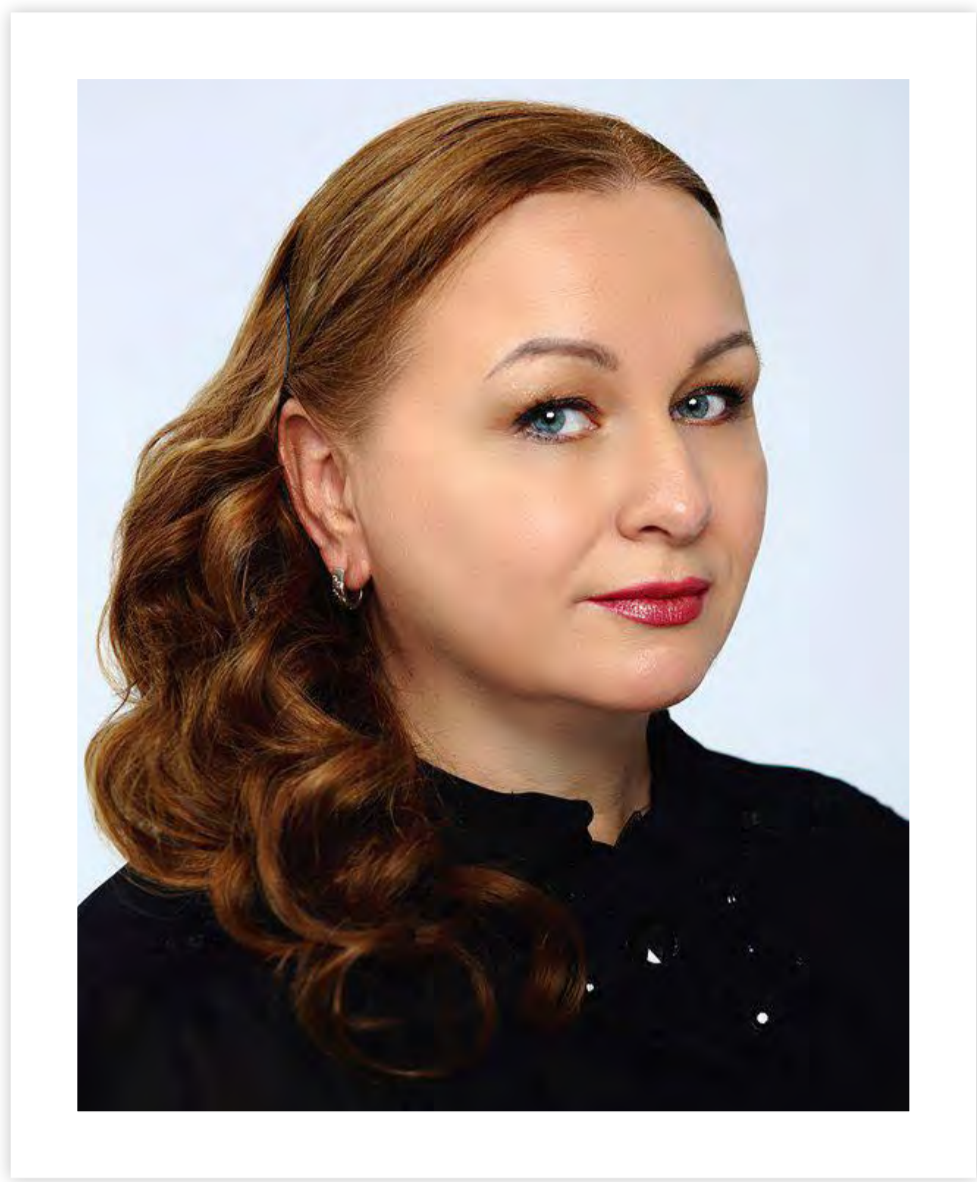
 Oligomer

 Polymer

Acrylic uh-kri-il-ic

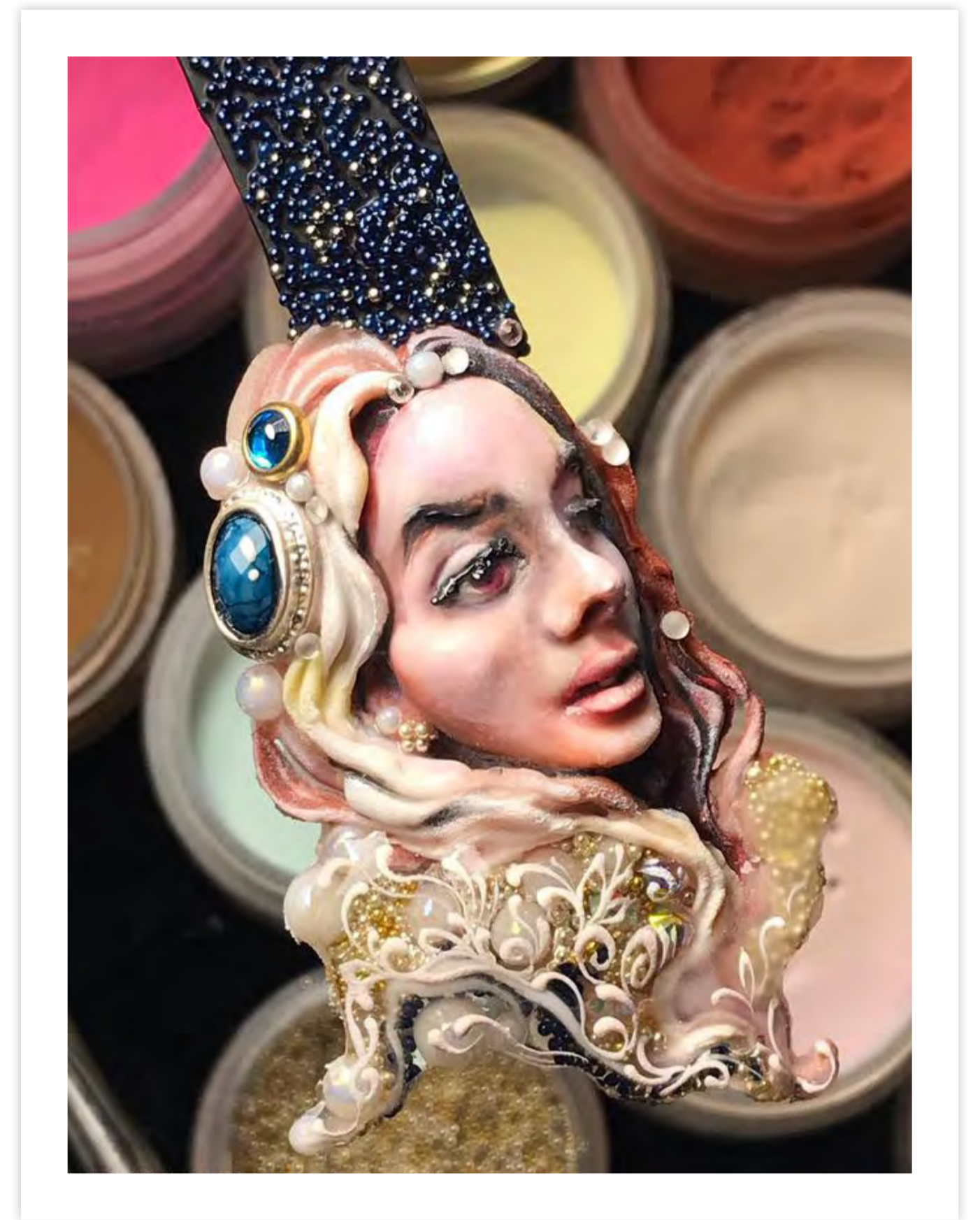
A generic term to describe the family of polymers and/or oligomers that are used to create artificial nail products. Acrygel, hard gel, liquid & powder, gel polish, resins, and dip systems all belong to this family. Sometimes used as a slang term for liquid and powder systems.





@elena_maltseva_nail

PEEL BACK THE POLISH: ELENA MALTSEVA



Arguably one of the greatest living nail artists, Russian-born Elena Maltseva is highly respected around the world for her nail skills and talent.

Entering the industry in Y2K, Elena is quoted as saying her love of the nail sphere was born from a desire to be creative and coupled with her love of miniatures and fine, small detailing, the blend of the two led her to nail art. "I always loved fantasy art and focusing in on the small details of design, so the opportunity to create designs on nails fascinated me," admits Elena. "I saw great prospects for myself in this arena, but I knew little, so when I showed up to study nail art techniques I realized I needed to study everything including manicure and artificial nail sculpting. I was also introduced to colored acrylics and the method of creating a small simple 3D rose. Well that was it. It was love at first sight!"

Giving credit to her first nail educator, Svetlana Turzina, for teaching her the art of nail sculpting before working shoulder to shoulder with her for 20 years, Elena also cites the late Tom Holcomb as one who left an indelible mark on her career. While these days she observes the work of industry colleagues and friends, Sergey Lavrukhin and Elena Popova, for upskilling her library of techniques.

Focusing her eye on teaching online, while waiting patiently for travel restrictions to lift in order to resume her global freelance training, Elena believes grooming nails elevates a woman and her beauty. She reveals, "I love doing nails because I see hands as an important element of the whole look and their presentation is down to the manicurist. I also see nails as an opportunity to create mini masterpieces on every client. Nails has also afforded me the opportunity to meet interesting people and see the world."

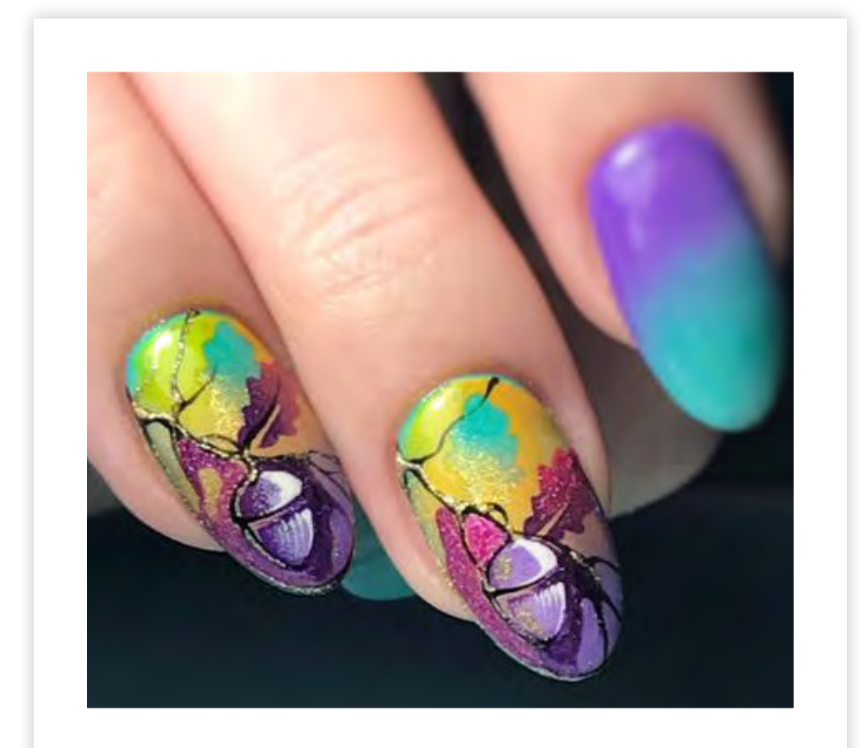
Known globally for her exceptional 3D nail art, Elena herself admits she is adept at any technique from aeropuffing, bas-relief sculpting and hand painting right up to complex 3d sculpts as well as creating perspective and depth across the nail canvas. "My strongest skill by far is nail art," she attests. "I've tried many different types of media including flat painting with nail lacquer, then acrylic paints, gel polishes, LED gel pastes, and my favorite, colored acrylics. The possibilities are endless and even after 20 years of working with these products I still find new ways of using them and stretching myself. What fascinates me most of all is the competitions. The mixed media and 3D possibilities as well as inlay designs, and then the shape, structure and architecture of the nails too. Competitions keep skills high. I'm so excited by the technical side of nails that I've created a series of online nail art and acrylic sculpture trainings. Education is my passion and I love to teach techs all over the world." When pressed as to why she's so passionate, Elena quips, "This must be a rhetorical question! It's like asking why one loves their sister, brother, mother, husband or child! For me, it's simply a part of me, it's allows me to make a woman feel better, more beautiful, to give her joy, to see the sparkle in her eyes. It's also an opportunity for self-realisation, it gives purpose when one indulges in creative work. This is my life; I love life, therefore I love nails."

Presenting her online classes in both Russian and English, Elena explains their content is detailed yet easy to follow. "My courses are lengthy, lasting about 20-hours each. I cover nail art competition acrylic sculpting, mixed media, human faces, 3D sculptured female figurine, 3D acrylic miniature, and I'm currently writing the male 3D sculptured figurine class. I'm forever coming up with ideas

for future courses as when I reflect over the last year and assess the results of my students who've taken them, I realize they're both convenient and productive! Nail techs have the time to practice everything right down to the smallest details, when learning from home in their own time, in contrast to live classes. It's such a particular process that it takes time for me to demonstrate the skills and for them to practice them, therefore the online format is the perfect solution." Grilling Elena for the secret to great nail skills, she delicately insists, "There is no secret. Everything is very simple; in order to become a good specialist, you need to choose reputable educators, nail academies and products. Unfortunately, today, young techs face a vast choice and often make the wrong decision in favor of one-day schools and low prices. Therefore, I advise before embarking on a path of learning, one should do in depth research before enrolling. After that, it's all about practice, to constantly improve qualifications and immerse oneself."

Taking nail inspiration from the clothes she wears to the architecture of street life as well as nature, Elena also feeds her creativity from *Pinterest* and *Google* engine searches, and advises all nail artists, "Never relax and never give up, as these are the first roads to nowhere. If you're still in lockdown, use this time and devote it to the deeper study of nails. Learn a technique that's not offered by neighboring salons. Whether it be sculpting, marbling, encapsulating or one-stroke, show loyalty and creativity. Don't lower your prices, appreciate your work and your skills!"

www.udemy.com/user/elena-maltseva-7/



TAG THAT TREND...

WHAT'S HOT IN NAILS NOW: **NEGATIVE SPACE**

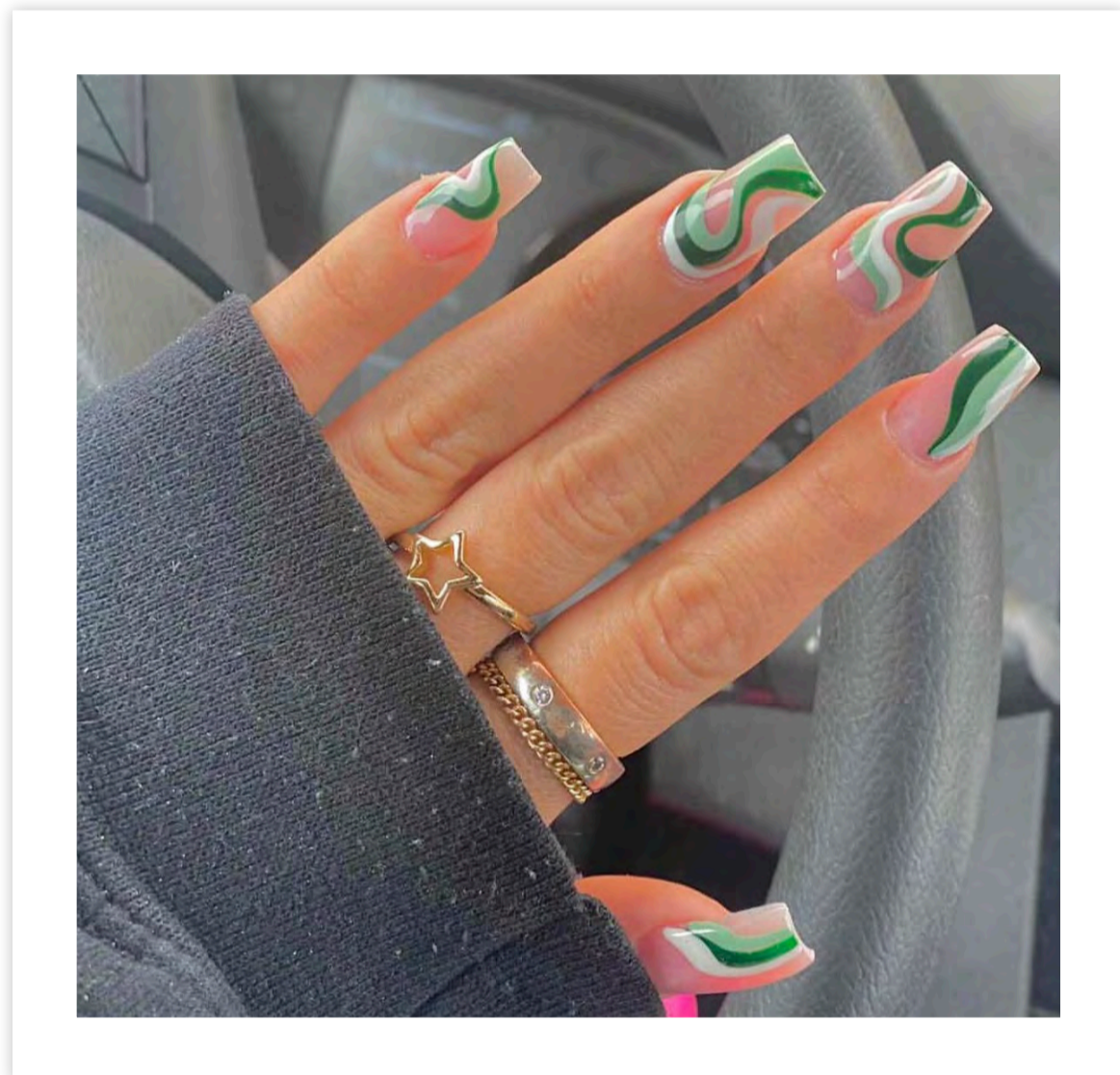
Trending heavily for summer, negative space manicures incorporate the natural nail or cool clear tip into the overall design. Offering a futuristic slant to nail art, this look is strong with geometric looks, swirls and the ubiquitous French.



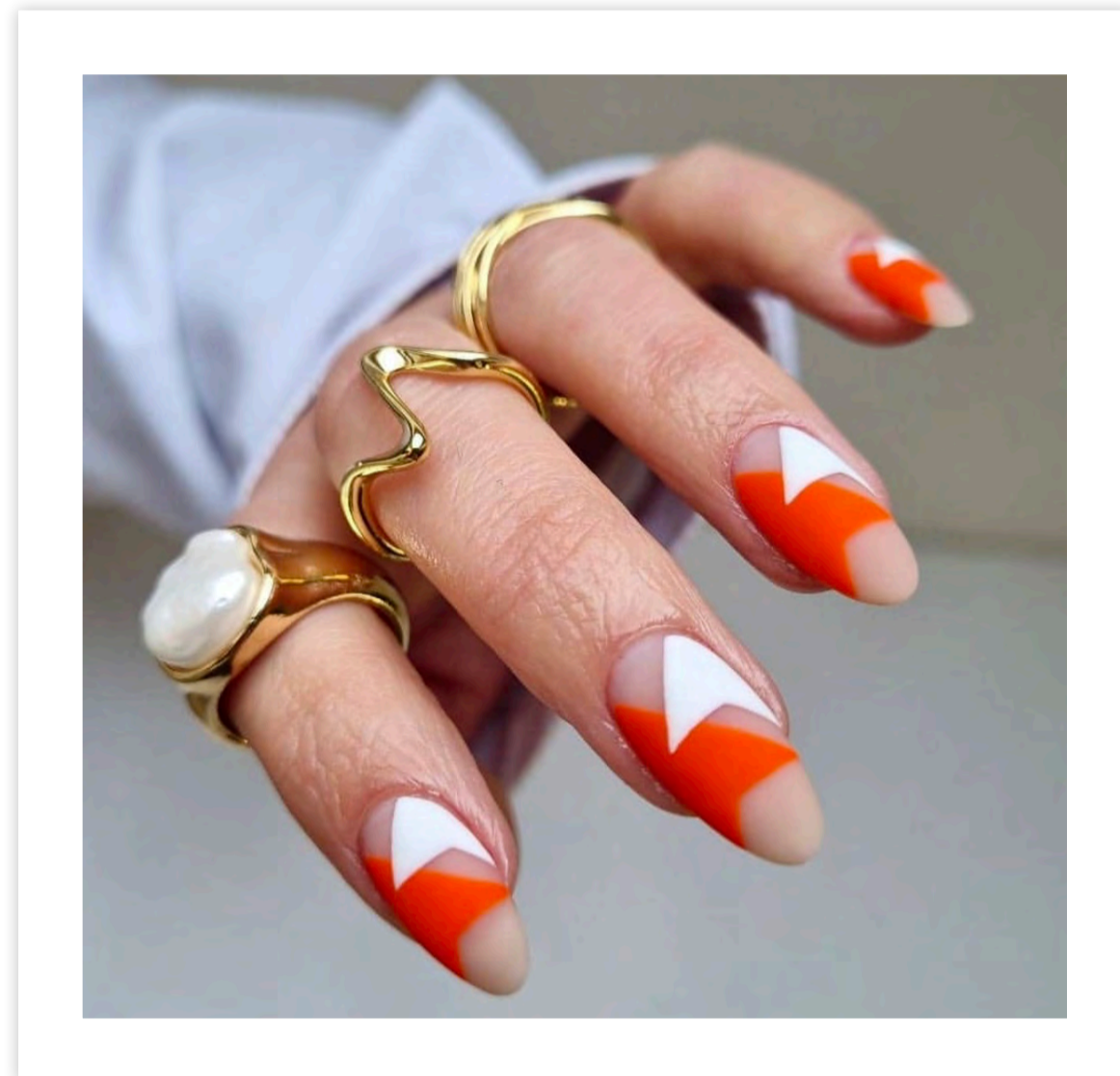
We love

this beautiful cover pink powder to create a natural nail background for negative space or try a crystal clear gel to show off a see through free edge.

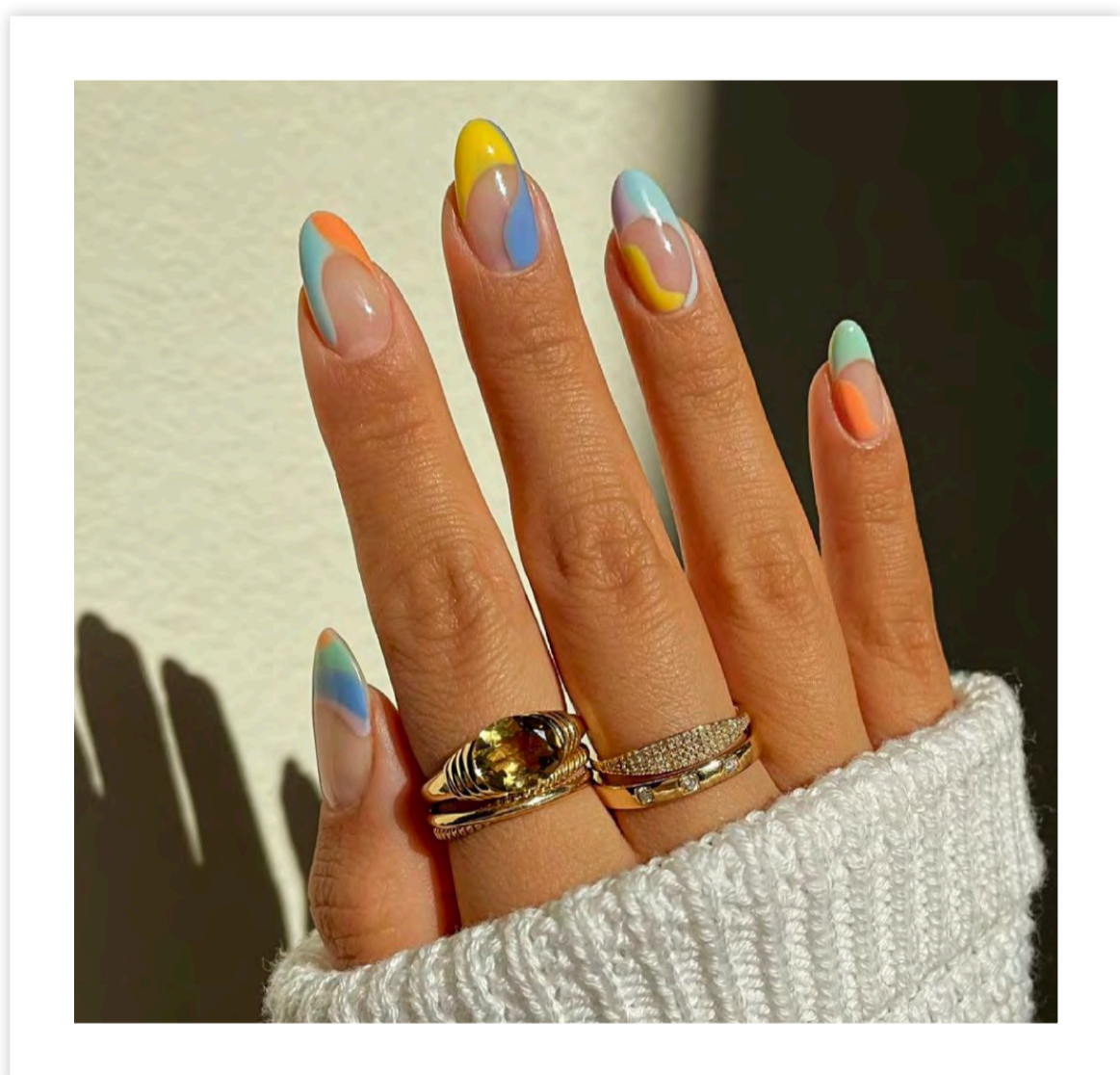
ValentinoBeautyPure.com



 *@nailsbyrobinandricky*



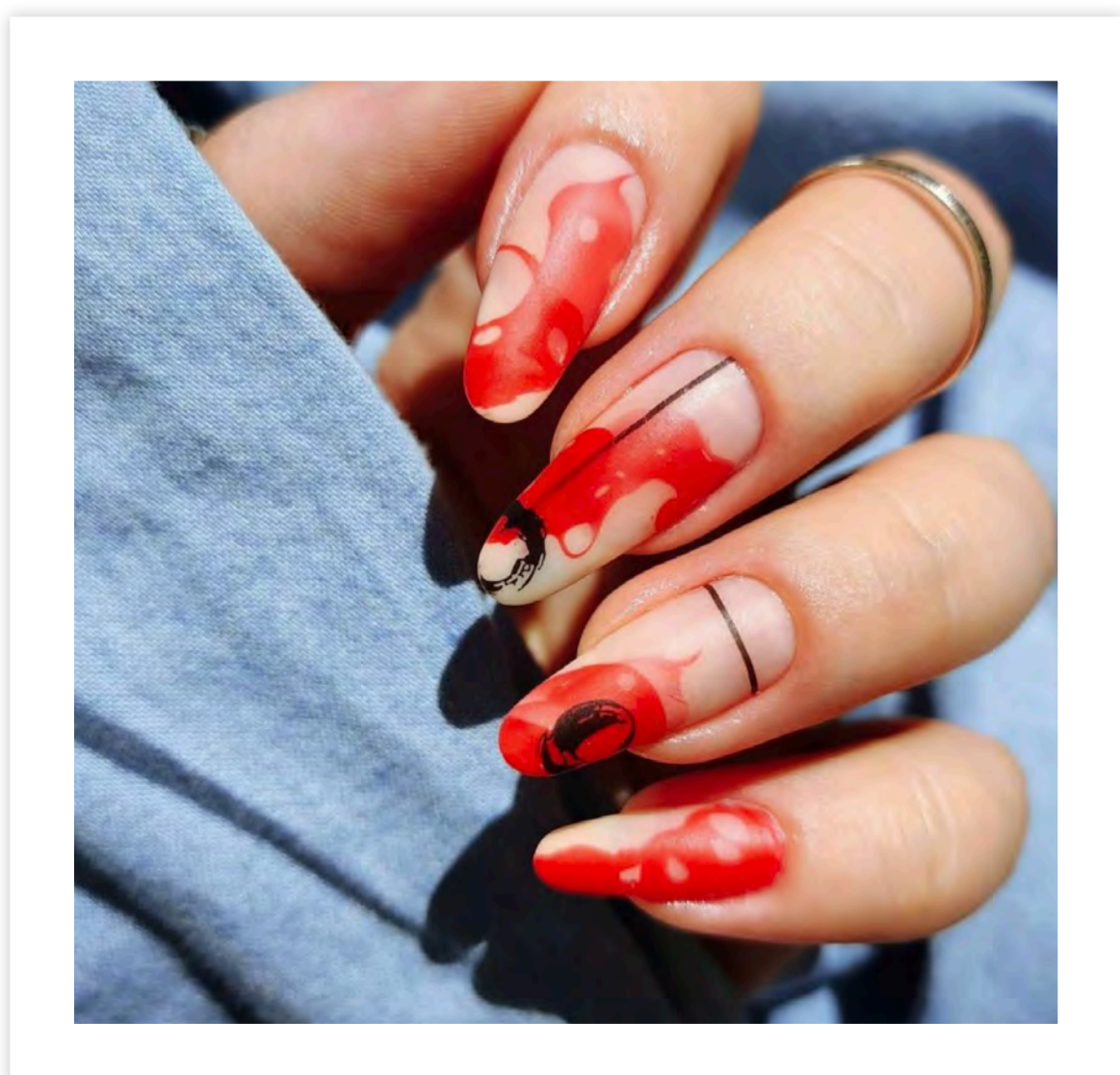
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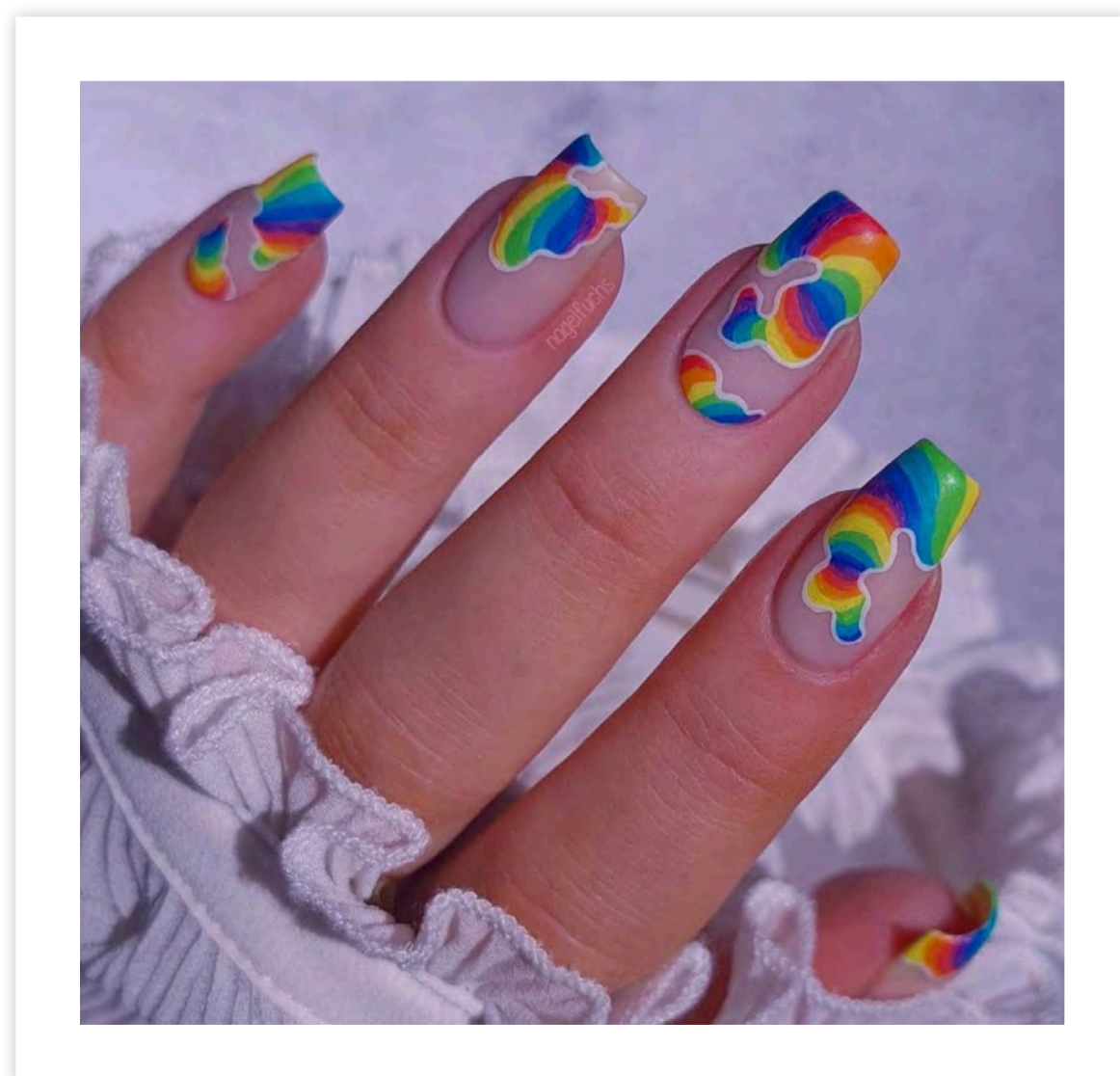
 *@amylenails*



 *@glos*house*



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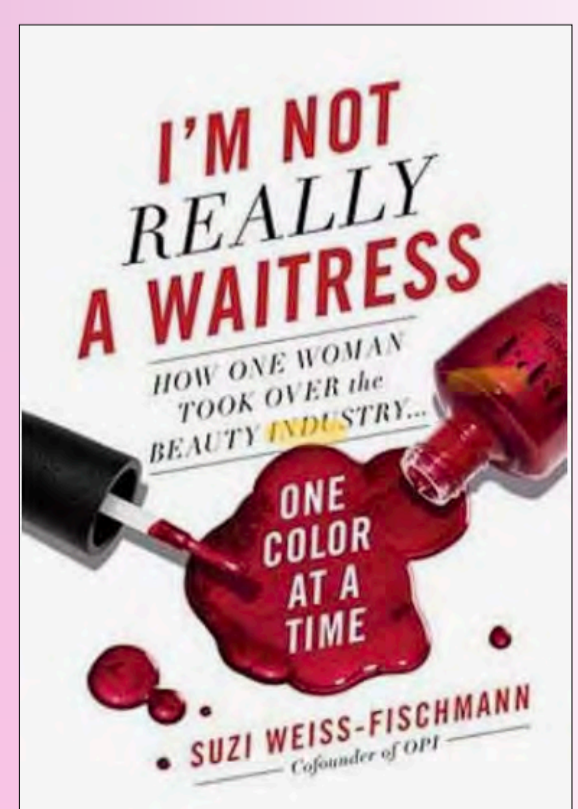
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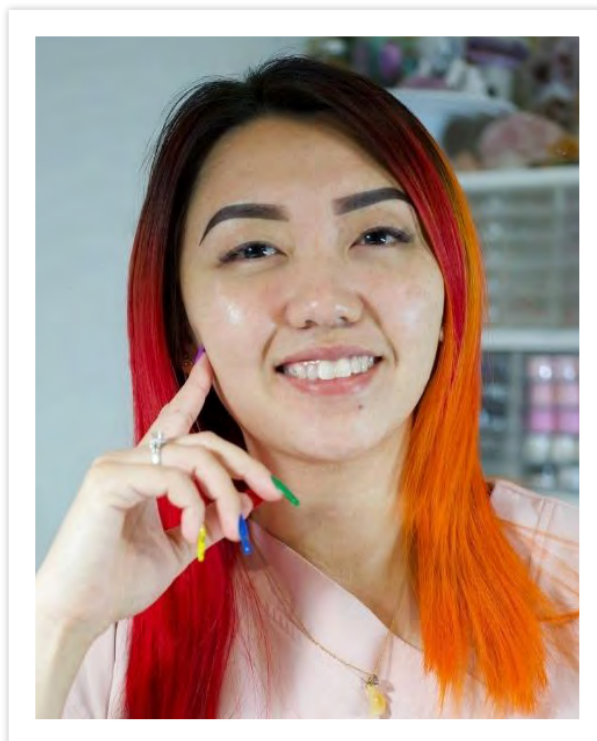


OPI celebrates its 40th anniversary, and to mark this massive milestone, it has once again partnered with Kerry Washington (Kerry partnered back in 2016 on the OPI Washington DC collection), who is back as its OPI Ambassador.

As a celebrated actress, producer, and activist, Kerry is the perfect match to drive the brand's DNA of being playful and lighthearted with a philosophy to nurture and empower women. OPI's iconic I'm Not Really A Waitress nail lacquer has been a go-to of Kerry's since the 1990s when she worked as a waitress while trying to make it as an actress in Hollywood.

The story of how OPI came into being can be read in the book by OPI co-founder, Suzi-Weiss Fischmann *I'm Not really A Waitress – How One Woman Took Over the Beauty industry...One Color At A Time.*
opi.com





LYNDA SANCHEZ

FEATURE THIS

EASY 5-MINUTE NAIL ART

@manicandie 

The true sign of intelligence is not knowledge but imagination.

~ ALBERT EINSTEIN



1

Apply one coat of white gel polish and cure.



2

Using 4 different shades of green and using only the brush from the bottle and the smallest amount of gel, lightly swipe all of the colours in random sections of the nail. Do not cure. Make sure you are wiping your brush on a lint free wipe before putting it back into the bottle.



3

Using a syrup green, brush over the nail with a small amount of gel to blend all the colors together and cure. Be sure not to apply too much pressure.



4

Using a dark brown gel polish and the fine detail brush, create an outline of the leaves and flowers and fill in the gaps outside of design and fully cure. Add dark brown flower pistils, flash cure, then add yellow dots in the middle of the flowers. Fully cure your design.



5

Finish off with a matte top coat



WHO IS BEHIND GLOSSARYLIVE.COM?

Founded by Alisha Rimando, a world champion nail artist and industry veteran. Her love of the industry and the people in it inspired her to curate a team of the most iconic artists and business developers from around the world to lead GlossaryLive. Through decades of traveling the globe Alisha has garnered close ties with not only nail artists, competitors, judges and models, but marketing and distribution geniuses, sales professionals, social media gurus, product innovators, graphic designers, videographers, publishers, editors, fashion and beauty influencers and everything in between. GlossaryLive features family of icons at its forefront, world class instructors, innovators, and advisors that could rival any moguls roster. Alisha's constant drive to keep one step ahead of the need and exceed expectations will keep GlossaryLive active, relevant and full of creative content that will keep visitors entertained and continuously inspired.

Contact us: info@glossarylives.com



About GLOSSARYLIVE

THE MISSION:

To unite the nail artists of the world and create a global community focused on artistic expression and factual information.