



Express Yourself
nail art

*Your nails are a
way to speak your
style without having
to say a word.*

A collection of nail art supplies is arranged on a light-colored bamboo mat. In the top left, there are three nail brushes with red, teal, and pink handles. To their right is a white palette with several compartments containing different shades of nail polish. Below the palette are several small, clear plastic containers filled with various colors of glitter, including gold, red, pink, blue, and white. A pair of nail clippers is visible in the bottom left corner. The background is a soft, out-of-focus view of the same supplies.

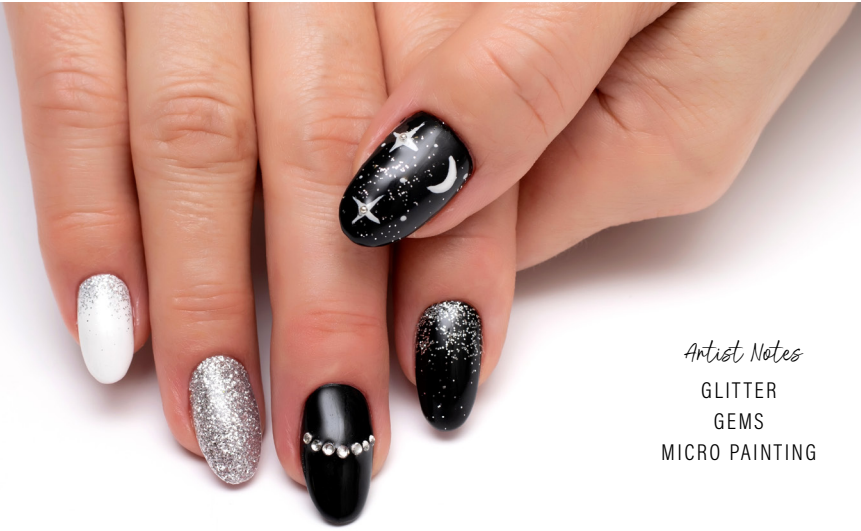
NAIL ART BE EXPRESSIVE & IMPRESSIVE

Welcome to the fabulous world of nails! Here, creativity knows no limits, and nail art is the star of the show. For me, nails aren't just tools—they're a powerful way to express yourself.

From ancient times with henna and natural dyes to today's cutting-edge designs, nail art has always been about personal expression. As nail polish evolved through the 20th century, it opened up a world of modern, dynamic styles.

As a licensed cosmetologist and nail artist, I'm all about creativity, passion, and top-notch care. I use high-quality products and offer attentive service and nail education. Always up-to-date with the latest trends, I'm here to make sure your nails not only look amazing but also reflect your unique style.





Artist Notes
GLITTER
GEMS
MICRO PAINTING

nail art is real art

Nail art is all about turning your nails into stunning, personalized masterpieces! As a nail artist I use my professional training, special brushes, techniques and polish to create unique designs just for you. Whether you're into glitter, gemstones, charms, or funky decals, I've got you covered. Dive into the fun with custom designs featuring detailed micro-painting, special effects, and even 3D sculpting. Let's make your nails a fabulous work of art!.



Understanding nail art styles and terminology is key to fostering clear communication with your nail artist. This ensures you receive the designer nails tailored perfectly to your style and preferences while allowing the nail artist ample time to perfect the process.

*Discover how a small charm can
express your style in a creative way*



NAIL shapes

*Popular shapes based
on your fingers.*

ROUND: Short fingers with wide nail beds.

OVAL: Small hands with short fingers.

SQUARE: Long fingers with narrow nail beds

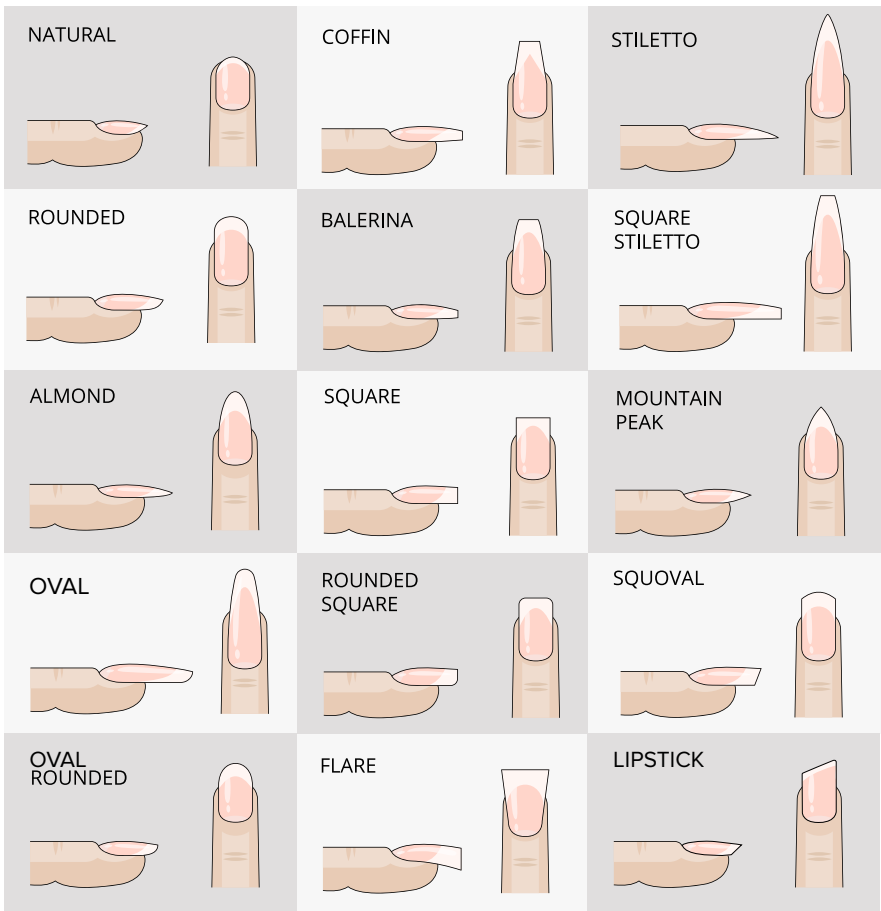
SQUOVAL: Any finger type

ALMOND: Short, wide fingers

STILETTO: Long fingers

COFFIN: Slim fingers

LIPSTICK: Shorter fingers





NAIL
art

know the
LEVELS

Did you know?

THERE ARE

3 LEVELS

OF NAIL ART

Nail art is an extra cost beyond standard manicures.

It's helpful for you to know the level of nail art you want, as this affects both the time required to create your desired look and the final price. The cost depends on the time needed, techniques and products used.

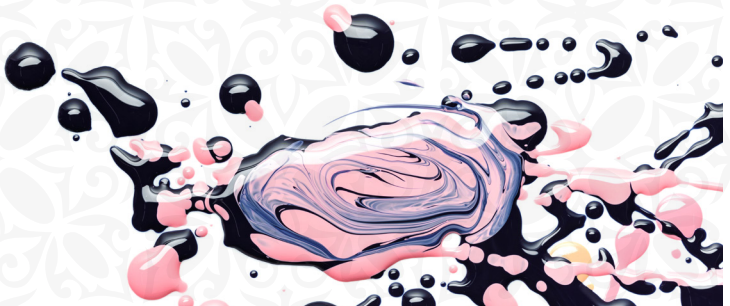
level 1

level 2

level 3

*Check Out
the Levels!*

The following pages will help you decide on the level of nail art you want and improve communication with your nail artist.





level 1

Simple Flowers, Dots, Lines
Chrome, Ombre, Aura
French Tips, Decals



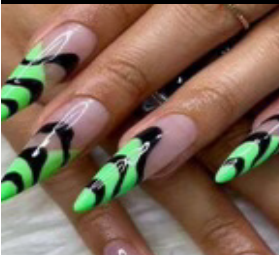
* AVERAGE ADDITIONAL TIME NEEDED. TIME DOES NOT INCLUDE GELX NAIL PREP, OR REMOVAL



level

2

Complex Lines, Color Blocking,
Few Gems/Charms/Jewels,
Hand Painted Graphic Details

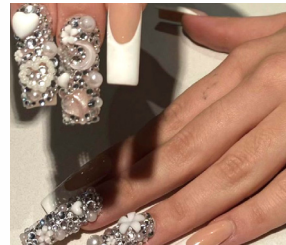


* AVERAGE ADDITIONAL TIME NEEDED. TIME DOES NOT INCLUDE BELX NAIL PREP, OR REMOVAL



level 3

Multiple Designs, Layers & Textures, Special Effects, Detailed Florals, Full Set Gems/Charms/Jewels



* AVERAGE ADDITIONAL TIME NEEDED. TIME DOES NOT INCLUDE GELX NAIL PREP, OR REMOVAL



Artistic Effects
trends

ARTISTIC EFFECTS

Try It!

*White Pearl Ombre
is stunning and elegant.*



Slay It!

*Silver over Black Chrome
Frenches = Fierce!*



CHROME

Nail trends typically veer towards minimalist and subdued or land firmly in the over-the-top, maximalist camp, but sometimes you just want to make a simple statement. That's where chrome nails come in. They're glam enough to be on-trend and catch the eye, but understated enough to not clash with your daily wardrobe.

Chrome nails are a type of nail design or polish that uses special ingredients in chrome powder to give a metallic, reflective, mirrored finish to the nail.

Chrome can be used on the entire nail or in partially targeted areas of the nail bed as part of the design of the nail art.



ARTISTIC EFFECTS

CAT EYE

This eye catching celestial effect is created by using a magnetic wand the nail artist uses to guide the metallic particles in the polish into the shape and design that you imagined. The design can then be further emphasized by adding a line of glitter polish on top.

Cat Eye nails shimmer and moves with the light. If you like attention along with "oooh's" and "ahh's", a Cat Eye effect is for you!



3

*Multi-layering of Cat Eye
Colors are Exquisite*



2

*Holographic 3D
is electric*

WOW

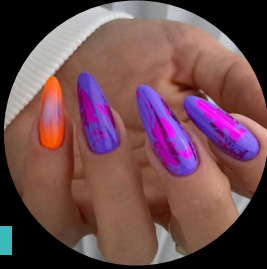


2

Glitter can add a subtle yet rich sparkle to Cat Eye nails

ARTISTIC EFFECTS

DECALS



Nail decals or stickers come in a wide range of styles and colors from metallic, white, black, color, flat and even embossed adding texture to the design. If you do not have time to invest in hand painted nails, decals can create that added wow factor in a short amount of time.

The style you can create is unlimited because there is a decal for just about everything you love.

If you have a specific theme in mind consult with your nail artist one week before you manicure.



*Ask about
Sports Theme
Nails!*



3-DIMENSIONAL TRENDS

MODELING GEL



2

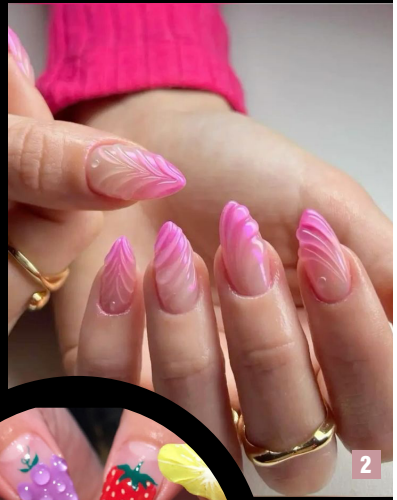
Sculpting 3D nail art is an advanced technique that brings your nails to life with stunning, three-dimensional designs.

Using a special building gel, artists sculpt intricate creations that pop right off your nails. From beautiful flowers and adorable bows to abstract shapes, hand-sculpted 3D designs add a fun and unique depth to your nails.

Planning is important, so please discuss your design with your nail artist two weeks before your appointment.



2



2

*Mani
Sculptures!*



3

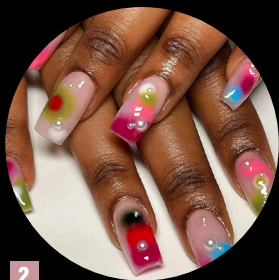
ARTISTIC EFFECTS

BLOOMING GEL

Blooming nails one of the most unique nail trends where we use a revolutionary gel used in that creates captivating, blooming effects on your nails for a fine art style.

When layered over a base color, this innovative polish causes the top color to naturally disperse and spread, resulting in stunning marbled or watercolor patterns.

NOTE: This is a very fluid process and can produce cool unexpected designs, so if your a go with the flow kind of person, this is a must try!



2



2

Organically Gorgeous

3-DIMENSIONAL TRENDS

RHINESTONES

Rhinestones and glitter are a great way to add some sparkle and glamour to your nails for that special event. Rhinestones and glitter come in a wide variety different shapes, sizes, colors, and styles, so you can create endless designs and combinations. Pre-planning and allowing time is key when choosing a complex design.



2 3



3

3-DIMENSIONAL TRENDS

CHARMS



2

Nail charms are adorable three-dimensional nail accessories that take the typical manicure to a whole new level. Adorn one nail as a focal point, or make a statement with multiple charms. Charms come in many shapes, sizes, color and themes.

If you are looking for specific charms please consult with your nail artist two weeks before your manicure.



2 3



ASK A
nail
artist



Kathryn

LICENSED
COSMETOLOGIST

PROFESSIONAL
NAIL ARTIST

How do i book for nail art?

Nail art is an additional service added to a manicure with natural nails or nail extensions/tips. When you book your manicure request Level 1, 2 or 3 Nail Art (use this booklet as a guide). Level 1 adds about 15 minutes to a manicure appointment, Level 2, approximately 30 minutes to your appointment, and a Level 3 can add up to an additional hour. The accurate cost of a nail art will be confirmed by your nail artist during your appointment.

Please keep in mind that nail art is a form of fine art, no one piece of art is the exactly the same. Nail art is also affected by length and shape of your nails. Result always varies.

What is Gel and Gel X, are they the same?

No. Gel is a liquid nail manicure system that has a base coating, color polish, and a final protective coat. Each step is cured under UV light. There is no odor with the Gel system. Removal is fast with an acetone soak. Gel X is short for Gel Extensions and are nail extensions for those who desire longer nails. The flexible extensions/tips are pre-formed nail shapes fitted to the nail. Gel extensions have natural feel and are alternative to acrylic or dip manicures.

What is a Dip or Acrylic Manicure?

Dip and Acrylic manicures use an acrylic powder system, also with a nail extension option. Acrylic powder is applied as an overlay on natural nails or with nail extension tips. The main difference is in the application process. For Dip, a bonding agent is applied before dipping the nails into the powder, followed by an activator to harden the coating. For Acrylic nails, a liquid monomer is used to create a bead with the powder, which is then applied to the nail and hardens naturally. Both methods result in a durable finish. Typically more expensive than Gel, and take more time to remove. Not recommended for those with sensitivities to strong smells.

Do Gel Extensions (Gel X) last?

Gel extensions (Gel X) are amazing for lengthening and strengthening natural nails. The process involves prepping the nails, applying a builder gel, then using pre-formed tips to cure onto the nails, giving them a naturally extended look. These extensions offer a natural look and durability, lasting three to four weeks.

Gel Polish and Regular Polish, what is the difference?

The main difference between gel polish and regular polish is that gel polish requires curing under a UV or LED lamp for a tough, longer-lasting, high-gloss finish. Regular polish, on the other hand, air-dries and typically lasts for a shorter period with a less durable shine.

How do you remove Gel polish or Gel X nails?

To remove gel polish, your manicurist will lightly file the surface of the polish and soak the nail in acetone with a cotton/foil wrap for 15 minutes. Professional removal is recommended to avoid potential damage to your nails. If you must do it yourself, do your research and get the right tools! Picking or pulling at the gel nail can cause damage to the nail bed and should be avoided.

Why can't i glue down a lifted nail?

Gluing down a lifted nail extension isn't a good idea because it can trap moisture and bacteria, causing infections. Plus, the glue won't hold well, and the nail could lift again. It's better to remove the lifted part, clean the area, and apply a fresh set of nails.

What is Luminary for natural nails?

Luminary is a fabulous gel system that's perfect for natural nails, giving the natural nail both strength and flexibility. You'll love the durable, gel-like finish that makes your natural nails look amazing without needing any artificial tips. It's perfect for creating long-lasting, healthy-looking nails with a gorgeous glossy shine.

Can you put dip on top of acrylic?

Definitely! You can apply dip powder over acrylic nails. The process is straightforward: prep the acrylic surface well to ensure everything sticks nicely, apply a base coat, then the dip powder layers, and finish with a top coat. Make sure the acrylic is properly filed and prepped to avoid any lifting or uneven application. It's a great way to add strength and a fresh look to your nails.

How often are you supposed to get fills, soak-offs, or a new set?

The frequency of fills or new sets depends on how fast your nails grow, which varies from person to person. If your nails grow quickly, you may need a fill every 1.5 to 2.5 weeks and a soak-off or new set after every 3-5 fills. If your nails grow more slowly, you can typically wait 3 to 6 weeks before needing a fill, soak-off, or new set.

Can you repair a cracked natural nail?

Yes, a nail tech can fix a cracked nail using methods like silk or fiberglass wraps, gel, acrylic, or nail glue for minor cracks. However, if the crack is deep or severe, it's best to see a podiatrist or put a bandage on and let the nail grow out naturally to avoid infections and ensure proper healing.

Does cuticle oil help?

Absolutely! Using cuticle oil is fantastic for your nails. It keeps your cuticles and the skin around them super moisturized, preventing dryness and peeling. Plus, it makes your nails more flexible and promotes healthier growth by nourishing the nail bed. Use it regularly, and you'll notice your nails becoming stronger and more resilient.

How do I care for my nails?

Great question! Turn the page for a full list of tips to get the most out of your nails.

Got more questions?

I love to talk nails, so just connect with me via Instagram!

aftercare *Tips*



During the first 24 hours

- avoid intense heat. Do not use a sauna/tanning bed/soak in the tub.



Use cuticle oil up to twice a day to help prolong the life of your manicure by keeping your natural nails healthy, moisturized and flexible.



Avoid long periods in water (swimming, hot tubs, long baths). Applying cuticle oil before and after swimming will help protect the polish.



Please protect your nails by wearing rubber gloves when cleaning, washing up, gardening, or using harsh chemicals.



Wash your hands after contact with chlorine, insect repellent and sun cream as certain chemicals can cause lifting or fading.



Although your nails will be strong, avoid using them as tools.



If something you have done has caused a chip or lifting, do not pick or pull the polish as this can cause damage to your natural nail. Please contact me to fix it.



Avoid removing the nails yourself as this will cause damage to your natural nail surface. Simply book a removal appointment.

*Find more
inspiration!*



@KATHRYNATPENZONE



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Express Yourself