

Artistic®

Life

FALL
WINTER
2016

UNDER
GROUND
blizz
ARTISTIC
from NAIL DESIGN

FASHION
EDITION



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welcome

to the first edition of **artistic life** magazine.
 We are so excited to share our vision of the coolest new trends and accessories and more importantly **what is happening NOW** in the underground world.

At **ARTISTIC NAIL DESIGN** we are **dedicated**

to our research and development of the latest technologies and formulations offered in our industry. We strive to create new application techniques to give technicians new spins on common services. We are passionate about inspiring our industry to push the envelope, learn something new and provide the hottest new services available. This passion for knowledge fuels us to learn more about everything unique, abstract and sometimes even downright crazy! It is our mission to be the source for nail techs, hairdressers and beauty professionals to rely on.



WE HOPE OUR TWIST ON THE ORDINARY WILL BE INSPIRING AND BRING MORE FUN INTO YOUR LIFE.

Enjoy our first edition of **Artistic Life** and keep a look out for our next twist on the everyday.

5 cool editing APPS for instagram

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cover
 NAILS
 Alisha Rimando
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 MAKEUP HAIR
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 © ARTISTIC NAIL DESIGN - NAIL ALLIANCE - ARTISTIC, INC., MISSOURI USA 49-96075
 David Trotter CHIEF MARKETING OFFICER

embrace THE art!



love



Inspiration is all around us. How we translate this inspiration is what makes us unique and helps define our style. The Artistic Challenge; be inspired by anything and everything around you. Be innovative, be creative, be Artistic!





a SHIFT is coming

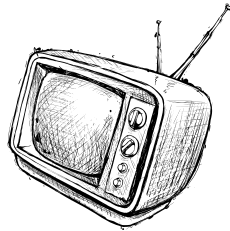


ring the alarm

Oh sh*t! Missed a call again! Never again with the ring that rings. Ringly Rings and Bracelets synch to your phone to buzz you for calls, texts and emails. No more losing a last minute chance for free concert tickets because your phone was on silent!



Totally rad. Shiftwear™ lets your art follow you with sneakers that have LED screens in the canvas of the shoe. Play a video, animation, or anything that moves you (get it?)



from the UNDERGROUND

With the way we consume media nowadays it's hard to know about everything. Luckily, to make sure nothing slips through the cracks, we at Artistic Nail Design are sharing some of our current underground faves.



Hoverboards are here, and no, we are not talking about the recently over-hyped models that are just skateboards on motorized wheels. We are talking full-fledged floating, Back To The Future, hoverboards. The Hendo hoverboard features four "hover engines". Visit hendohover.com to learn more.

feeling



HIGH maintenance

Beyond Netflix and Amazon Prime, the Vimeo web series High Maintenance really has us talking. Launched a few years back as a series about a nameless marijuana deliveryman and his experience with customers, the show received so much notice that it was picked up by HBO. Episodes to date have been less than 12 minutes, so there's no excuse.

What Ever Happened?

Anyone remember Google Glass, or is it just us? In 2012 Google tested these bad boys that brought tech right to your eyeballs! The glasses projected an interface that gave directions, let you read and send texts and even connect on social media. It's a shame they never made it. That's some head gear we'd love to rock.



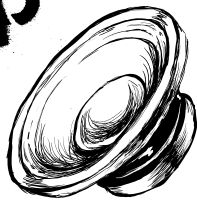
CHILL OUT everyone

Is cryotherapy the newest all-in-one pain relieving, weight-loss trend? Current claims are that spending just a few minutes in one of these bad boys can help you lose weight, reduce pain, improve sleep and slow aging. That is definitely a tall order! The jury is still out on this one, as research is thin. Our thoughts, if you're feeling adventurous, do some research and see if cryotherapy might be right for you, but watch out for the frostbite!



Kick It Up

Not ready for Shiftwear™? Check out the affordable, but still awesome, Hoverkicks. With LED lights in the soles they're great for dancing or just walking in style. Hoverkicks will turn heads for sure!



the resurgence of jazzercise

If you aren't a fan of gyms, we feel ya. But the fitness world is changing. There are now classes, like Pound Fit, that bring a love of drumming and music to your workout. If you live in Los Angeles, then you might have heard about Pony Sweat, a dance aerobics class with an infectious indie playlist. The class is hip with a little bit of 80s aerobic awesomeness. Attendees often wear 80s inspired outfits. Forget hitting the bar for birthday drinks, take a birthday class instead.



Noncompetitive, body-positive dance exercise class for all levels \$10.00 pony.sweat.la@ponysweat.la

OWN your look

This Fall, let Artistic inspire you to Own Your Look.

Take a stand
to embrace
who you are.

Express yourself
through your art
not only to empower
yourself but to
empower and inspire
those around you.



model is wearing

**I WEAR
THE PANTS**

NAILS
Alisha Rimando
PHOTOGRAPHER
Lindsey Karmopp
MODEL
Thais for 2M Tana
MAKEUP | HAIR
Jessica Faraday
WARDROBE
Erica Sanae



PUR-SUIT OF
HAPPINESS

EARNED MY
PINSTRIPES

NO IF'S, AND'S
OR BUTTONS

I WEAR
THE PANTS

ROLL UP
YOUR SLEEVES

SUIT
YOURSELF



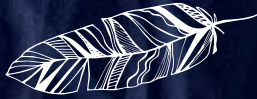
model is wearing

WAR
PARTY



RUNNING
IN THE BUFFALO





TRIBAL INSTINCTS

Be the leader of your own tribe with the new Artistic Nail Design Winter Collection. Artistic is helping you unleash your own instincts this winter with these colours fit for a chief.

Tribal Instincts is for the woman who can lead the pack when running with the wolves.



Let your instincts take over this winter with this collection.



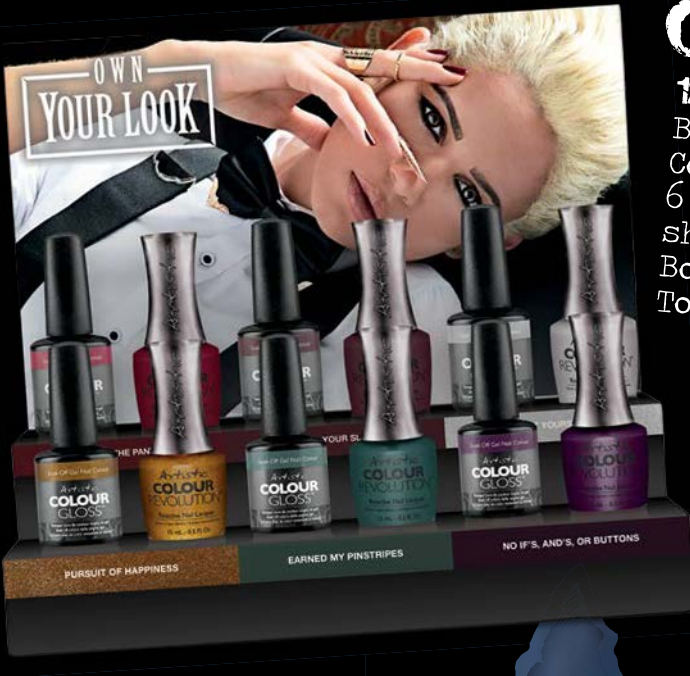
RUNNING IN
THE BUFF-ALO

DANCE 'ROUND
MY FIRE

HUNTRESS

WAR PARTY

NAILS
Alisha Rimando
PHOTOGRAPHER
Lindsey Karnopp
MODEL
Isabella for LA Models
MAKEUP | HAIR
Jessica Faraday
WARDROBE
Erica Sanae



OWN Your LOOK

12 piece mixed display
Buy the display, get 6 Fall Colour Gloss shades, 6 FREE Colour Revolution shades PLUS FREE Reactive Bonder Base Coat and Gloss Top Coat

FALL DUET

Buy Colour Gloss, Get Free matching Colour Revolution

Available for all 6 Fall shades



Tribal Instincts

12 piece mixed display

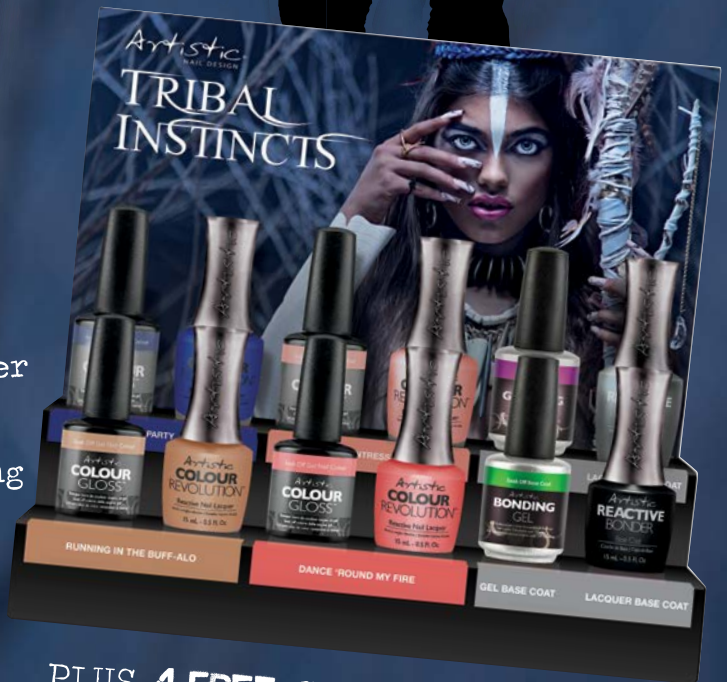
Buy the display, get 4 Winter Colour Gloss shades, Bonding Base Gel and Glossing Top Gel



WINTER DUET

Buy Colour Gloss, Get Free matching Colour Revolution

Available for all 4 Winter shades



PLUS 4 FREE Colour Revolution and **FREE** Reactive Bonder Base Coat and Gloss Top Coat



NAIL ART
 Mary Seitzinger-Ore
 Artistic Principal

"GEMSTONE"
 NECKLACE
 Kanokkorn Lamert,
 kanokkornlamert.wix.com/
 kanokkornlamert

SKULL WALLET
 Nicolina Royale,
 nicolinaroyale.com



BOW RING Nicolina Royale, nicolinaroyale.com

NAIL ART
 Jenne Sukovaty
 Artistic Scholar

SPIKE RING Nicolina Royale, nicolinaroyale.com

Stylist's Corner

Get the look with indulgent accessories and their inspired nail designs.



NAIL ART

PEEPTOE PLATFORM
 Iron Fist, Local thrift store



NAIL ART
 Mary Seitzinger-Ore
 Artistic Principal

STUDED VEST
 Danielle Leigh Davis,
 danielleleighdavisdesigns.com



for filters

downloaded VSCO Cam, your life will be changed once you do. There are hundreds of photo-editing apps out there, but this one by far has the best filters. VSCO's filters make any smartphone photo look professionally taken or Photoshopped — each filter is perfectly curated to give your photo a vintage-meets-modern look that will impress all of your followers.

VSCO Cam

for the technical stuff

PS Express

When it comes to making your photo absolutely Insta-worthy regarding exposure, highlights, saturation, and contrast, Photoshop Express is your go-to app. This ultra-simplified version of Photoshop is easy to use and will give you an amazing photo to work with no matter how bad your lighting is!

for text and watermarks

MOLDIV

MOLDIV is an app that has it all — not only filters and editing tools, but also a text and collage feature. Adding text to your photos is super easy, and there are tons of fonts to choose from. This is also an essential tool for artists for signing your name on your artwork/photography/etc.

for the cherry on top

INSTA EMOJI

This Insta-trend isn't for everyone, but if you feel like your Instagram needs a little something extra, opt for Emojis! Add your favorite Emojis to your photo, whether it's the dancer in the red dress to match your mood or some purple hearts to match your purple manicure.

for collages

LAYOUT FROM INSTAGRAM

If you're having trouble choosing between two or three (or four) photos, post them all! Use Layout from Instagram, the app made by Instagram just for combining your favorite pictures together in one frame.

Anyone who uses Instagram, especially for professional use,

should know that Instagram filters just don't cut it anymore.

The good news is that you can enhance your photos

in a matter of minutes with a good editing app.

Here are five to get you started.

5 COOL editing APPS for INSTA- GRAM

Whether a picture or video, "snaps" are perfect for an **instant SHARE**

of your work or muse of the moment. Because unlike Facebook/Instagram, snaps are here today and gone tomorrow

We all get **FOMO** (Fear Of Missing Out). Snapchat gets us hooked with constant updating stories keeping it...

fresh & NEW!



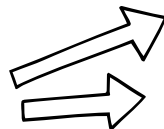
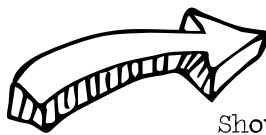
snaphat isn't just for selfies and OMG moments anymore. Pros are using it to pump up their online mojos.

WHY? BECAUSE ITS FUN, FAST AND NO ONE'S MOM KNOWS HOW TO USE IT!

Since nobody can put their finger on what Snapchat is, it's hard to know how it can help you grow your business, but of course it can! Why else would we be writing this? We've got the

TIPS

TO MAKE IT EASY!



SNAP behind the scenes moments.



Show your followers the perfect shade of Mystical Mint or your trick to get the "so bright I can't see" neons. Going to a tradeshow? Snap cool nail art, snap new products, snap it all!

post all DAY!

French manicure? **post!** 3-D nail art and a bright purple dye job? **post!** Capture it all with Snapchat. Your craft is your art and you deserve to brag a little lot. Snap after that cool service and indulge your followers' voyeuristic urges with your skill!

And just **have fun** with it!

Snapchat filters and funny effects might be just what the doctor ordered. Face swap with someone or snap a selfie with doggy ears. Live it up! Ruff ruff!



Want to get started? learn the basics link to:

<https://www.buzzfeed.com/alexkantrowitz/an-adults-guide-to-snapchat>

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Emily Nash
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YANIRA GONZALEZ
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Lisa Boone
Artistic Principle

MADD JAXIE
Artistic Instructor

ANGEL archives





salon therapy

What the F Yo!k were you thinking

When you're in the situation where you are forgiving your cheating boyfriend, it doesn't help when you come face to face with the other woman. So when she walked into my salon and sat at the next station to get her nails done, I had no idea what to think, or do!! My heart raced and I know hers must have too since we knew each other for years. Her sister and I were roommates...fml. So how could this barely legal b***h, think she could mess with my boyfriend and get away with it? All I knew is that I couldn't push my client out of the way and jump over my nail desk to get to her! I am an adult and this is my job, so I patiently waited, eyeballing her the whole time. When her nails were finished I had my chance to confront her.

"What the F were you thinking?" were my first words. She quickly began to deny and defend herself, and I felt some satisfaction as fear spread across her face not knowing my intentions. In a moments time, her sister and my so-called friend, showed up with her baby. What was I to do? No punching her now. No additional verbal assaults. Except for the threat that "this isn't over!" I am sure this girl is still waiting for the other shoe to drop which always puts a little smile on my face. Needless to say, I canceled my last appointment and headed home... where I tossed by now ex-boyfriend out the door with all of his belongings!

Fuming about a Cheat – Oklahoma City, OK

Send us your OMG salon stories and if they're outrageous enough or just fall on the floor, too funny, I can't breathe, we just might publish it for all to enjoy. If you work at a salon, we want to hear from you. email your story to salontherapy@artisticnaildesign.com

live outside the box.

follow creativity

where it finds you.

break boundaries

and matter

expectations.

celebrate differences.

be, proudly,

unapologetically, you.

