DEAR DIARY
Jan’s Fashion

Mob Scene
CND’s Flash Mob in Times Square

CND Shellac & Fashion Fusion
The high-octane runway show you have to see

Heavy Metal
CND rocks out with jewelry designer

Get with the Program
Become a CND Shellac Certified Salon!
LETTER FROM THE EDITOR

The Freshmen Fifteen

It’s hard to believe that it’s been 15 years since CND elevated the manicure to an art form, sending models down the runway at Fashion Week in nails that could only be described as fashion accessories. Something tells me that CND is just getting started, that these first 15 years are simply a prelude to many, many more and that the best is yet to come. When CND Co-Founder Jan Arnold began preaching the gospel of nails to the designers showing their collections during Fashion Week, more than a few were hesitant to give her carte blanche, opting for something simple, say, a pale shade of pink that would go almost unnoticed as the girls walked the runway. Not so today when almost all of the designers Jan works with are eager to collaborate on a look that will make a statement. Case in point: For spring 2012, Jan created no-holds-barred manicures eager to recreate the bold and electric Orange Crush Mani” from Wayne where white nails were feathered with bold CND Colour in BlackJack brushstrokes. CND also revived the swingin’ sixties with retro-bright nails in offbeat orange, yellow and persimmon. Come spring you’ll definitely want to recreate the bold and daring “Orange Crush Mani” from Mally with saturated CND Colour in Electric Orange. Or, opt for a “Murky Mustard” look from Karen Walker by mixing CND Colour in Bicycle Yellow with seven drops of BlackJack. In the meantime, flip ahead a few pages and read the diary we asked Jan to keep for us while she was in New York City this fall for Fashion Week. What better way to celebrate 15 years on the runway than by taking you behind the scenes where the real action takes place?

Marianne Dougherty

THE LIST

My top five favorite nail looks for Spring/Summer 2012:

1. DIEGO BINETTI creates couture pieces that are finely beaded, pleated and fussed. Take this level of refinement and add a ghetto rock nail complete with a gold cap (like a tophat) on the tip and you have my hands-down TOP pick this season. Diego’s experience as a top stylist for Italian Vogue shined through!

2. NICOLE MILLER was our second ever runway show 15 years ago, but this collection looked as modern as ever with one of the top trends of the season...color-blocked checker-board nail tips! Make it high-contrast in nearly neon graphic patterns to get it spot-on.

3. WES GORDON wanted nails to complete his vision. The clothes were uptown perfect...reference the plunge-neck python jacket with citron belt and nude jersey slink pants...but the nails made the look downtown cool! The only accessory in the entire show: medium-length, chic, sleek, pointed almonds in nearly neon CND Colour Popsyfried orange! He was thrilled...and so were we.

4. NORMAN AMBROSE gets us, and he gets the role of nails in fashion, too. Check out his new Rock n’ Roll femme-fatale-to-die-for-almonds...so extraordinary and textural. These nails are so cool they’re almost illegal.

5. JOY CIOCI’s Organitech Lucite Lace manicures were so precious, fragile-looking and delicate. It’s my ideal “nails-as-jewels” technique for Spring/Summer. Joy’s collection was Pam Am cool, easy, techy-breezy!

—Marianne Dougherty

RUNWAY REPORT

Shellac & Fashion Fusion

CND nails have been walking the runway for 15 years, and now Beauty Professionals can get an insider’s look at the latest nail and fashion trends at Shellac & Fashion Fusion, a three-hour, high-octane runway event the company has been presenting around the U.S. CND Co-Founder Jan Arnold staged the first Shellac & Fashion Fusion at America’s Beauty Show in Chicago last March, showcasing the fashions of designers like Jason Wu, Diego Binetti, Ruffian and Sally LaPointe. Recently her team was in Orlando where they featured 30 nail styles and looks from the Fall/Winter collections. Each event includes a presentation of new CND Shellac shades and techniques as well as hands-on education. Attendees also received a brand-new CND UV Lamp, the CND Fall/Winter LookBook, Shellac Base and Top Coat, and three lust-worthy Shellac shades. To watch a video of the latest Fashion Fusion event, visit this link: http://bit.ly/h7eGoc.
**Jan’s Fashion Week Diary**

**Our fearless fashionista Jan Arnold shares some of the highlights of Spring/Summer ’12 Fashion Week as CND celebrates 15 years of creating the most beautiful nails on the runway.**

**Day 1**

I’m excited about our first show of the week... Wes Gordon. While his name is new to me, here’s what I can tell you about Wes. He’s an emerging superstar with early commercial success in top NYC and London stores like Bergdorf’s and Harrods. He’s also a favorite with socialites and celebs alike. Young and debonair with a mop of hair and perfect porcelain skin, Wes is so young and preppy that I’m wondering if I’ll love his clothes. Not to worry. The collection is an A+! My favorite was the first look: a killer limestone python jacket with a nude cigarette pant, citron belt and nude bow heel. POW—bright nails were the only accessory to every look in this collection, and Wes told me himself that the nails added the rocker edge he envisioned.

**Day 4**

We take some time this morning to honor those we lost 10 years ago on 9/11. The city is eerily peaceful, but there are signs of optimism as well. We’ve got four shows today, including Joanna Mastroianni, who does very modern couture. This show is just exquisite. CND Education Ambassador Candice Manacchio did a lot of design work for us. She was inspired when she met with Joanna, who has intricate, hand-embroidered pieces in her collection. The nail trend is “Luminous Lucite” with CND Colour in Desert Suede, Brilliant White, Ivory Coast and Gold Shimmer Effect applied over Lucite tips. The nails look like precious jewelry to me.

**Day 7**

This is one of my favorite shows. The Blonds are the design team who made their name in corsetry and now have a cult following for their showmanship, artistry and ability to thrill. The collection is an homage to Playboy with the most intricate hand-crafted, crystal-encrusted corsets I’ve ever seen. The nail trend is “New Rock ’n’ Roll.” We created Glitz & Glam nails inspired by ’60s Playboy glamour with the razzle-dazzle spectacle we all know and love, including a “Stocking Series” emulating fishnet stockings, lacy tights and sexy seams. Vintage glass was used to fashion diamond-decadent nails that stole the spotlight. Start stocking up on Swarovski crystals, vintage German glass and pure 24K gold.

**Checking out the nails we called Luminous Lucite at Joanna Mastroianni**

**Day 7**

These 20 sets of nail tips required over 100 hours of manual labor by CND Education Ambassador Shelena Robinson.

**Glitz & Glam manicures with a nod to the Playboy era at The Blonds**

**With Candice Manacchio, CND nail and fashion expert**

---

**In Times Square with the Shellac Flash Mob dancers...I want an 8x10 print of this for my office!**

**Here I am with American TV personality and style expert Robert Verdi**

**With Wes just before his show is ready to start**

---

**Our fearless fashionista Jan Arnold shares some of the highlights of Spring/Summer ’12 Fashion Week as CND celebrates 15 years of creating the most beautiful nails on the runway.**

**Day 1**

I’m excited about our first show of the week... Wes Gordon. While his name is new to me, here’s what I can tell you about Wes. He’s an emerging superstar with early commercial success in top NYC and London stores like Bergdorf’s and Harrods. He’s also a favorite with socialites and celebs alike. Young and debonair with a mop of hair and perfect porcelain skin, Wes is so young and preppy that I’m wondering if I’ll love his clothes. Not to worry. The collection is an A+! My favorite was the first look: a killer limestone python jacket with a nude cigarette pant, citron belt and nude bow heel. POW—bright nails were the only accessory to every look in this collection, and Wes told me himself that the nails added the rocker edge he envisioned.

**Day 4**

We take some time this morning to honor those we lost 10 years ago on 9/11. The city is eerily peaceful, but there are signs of optimism as well. We’ve got four shows today, including Joanna Mastroianni, who does very modern couture. This show is just exquisite. CND Education Ambassador Candice Manacchio did a lot of design work for us. She was inspired when she met with Joanna, who has intricate, hand-embroidered pieces in her collection. The nail trend is “Luminous Lucite” with CND Colour in Desert Suede, Brilliant White, Ivory Coast and Gold Shimmer Effect applied over Lucite tips. The nails look like precious jewelry to me.

**Day 7**

This is one of my favorite shows. The Blonds are the design team who made their name in corsetry and now have a cult following for their showmanship, artistry and ability to thrill. The collection is an homage to Playboy with the most intricate hand-crafted, crystal-encrusted corsets I’ve ever seen. The nail trend is “New Rock ’n’ Roll.” We created Glitz & Glam nails inspired by ’60s Playboy glamour with the razzle-dazzle spectacle we all know and love, including a “Stocking Series” emulating fishnet stockings, lacy tights and sexy seams. Vintage glass was used to fashion diamond-decadent nails that stole the spotlight. Start stocking up on Swarovski crystals, vintage German glass and pure 24K gold.

**Checking out the nails we called Luminous Lucite at Joanna Mastroianni**

**Day 7**

These 20 sets of nail tips required over 100 hours of manual labor by CND Education Ambassador Shelena Robinson.

**Glitz & Glam manicures with a nod to the Playboy era at The Blonds**

**With Candice Manacchio, CND nail and fashion expert**

---

**In Times Square with the Shellac Flash Mob dancers...I want an 8x10 print of this for my office!**

**Here I am with American TV personality and style expert Robert Verdi**

**With Wes just before his show is ready to start**

---
Shellac at the Track
CND Shellac is a sure bet at the famed Del Mar Racetrack

CND Shellac Power Polish was already riding high when Shellac Wildfire was designated as the official nail color of Virgin Atlantic Airways. Then CND found out that glamorous jockey Chantal Sutherland is a fan. So in July when racing season got underway at Del Mar Racetrack in the seaside town of Del Mar, CA, CND sent a team of nail pros to spend the day at the track. No, they weren’t there to bet on the ponies; they were on hand to introduce racing fans to the wonders of Shellac and promote local salons that offer the service. Jockeys and staff wore pink shirts with CND Shellac emblazoned across the back, while Sutherland, who sported a Shellac manicure at all her races, wore the Shellac logo on her pants.

Mob Scene CND shook up the beauty industry when it introduced Shellac in 2010, generating an unprecedented firestorm of publicity in the consumer press. Takin’ it to the streets, the company staged a flash mob in New York City in September during Fashion Week to promote the Power Polish. The “mob” featured more than 60 Broadway performers sporting CND Shellac manicures and red t-shirts bearing the Shellac logo. Swarming into Times Square, they belted out Aretha Franklin’s Respect (the lyrics had been reworked to sing the praises of CND Shellac), while the crowd gathered and began snapping photos. You’ve got to see it to believe it. Visit cnd.com to watch the video!

Sugar Plum Fairies
Now that CND has introduced the Plum Truffle Collection, it’s easy to get your glam on. Plum Truffle Colour, a rich shade of purple, can be worn alone or with a coat of Plum Truffle Sparkle Effect on top. Nothing like a little glitz to banish the winter doldrums.

Good Things Come in Small Packages Beauty on-the-go starts with SolarOil. The vitamin-rich nail and cuticle treatment strengthens nails and softens cuticles, while jojoba oil carries vitamin E deep into the nails to increase flexibility. Order a box of 40 mini bottles today!

Get with the Program
Let everyone know you’re a Certified CND Shellac Salon
If you’ve been offering CND Shellac at your salon, it’s time to get certified so your clients will know the services they’re receiving have CND’s official seal of approval. “The implementation of CND’s Shellac Salon Certification Program will ensure the ultimate experience for clients and will provide a great incentive for Nail Professionals to provide exemplary Shellac services,” says CND Co-Founder, Jan Arnold.

A CND representative will visit your salon to review protocol and educate staff on CND Shellac services. To get started, register on the Salon Locator at cnd.com. If you’ve already registered and have accepted CND’s new terms and conditions, you can call the CND Hotline to request a priority certification visit. 800.833.NAIL.

INDULGE YOUR CRAVINGS
For those of you who have been jonesing for new shades of CND Shellac Power Polish, the wait is over! The collection of six new shades includes an iridescent azure violet called Purple Purple, a concrete gray called Asphalt that’s right on trend, and a dazzling multi-colored effect called Zillionaire that’s great for layering over any color. Make a bold statement with Hotski to Tchotchke, a vibrant teal. Prefer something a little more demure? Try Moonlight & Roses, an opalescent shade of pink. And for a natural French manicure, you can’t go wrong with the semi-sheer Studio White. No matter what shade you choose—and there are 36 of them now—your manicures will last for weeks, yet removal takes just 10 minutes with CND Shellac Remover Wraps, which are designed to keep acetone off the skin and on the nail where it belongs. Stay tuned, as 6 more fabulous shades will be available in March!

CRÈME DE LA CRÈME
Nothing says luxury quite like CND’s collection of rich lotions with a hint of pearl shimmer. Choose Scentsations Vanilla Velvet, Vanilla Cashmere or Vanilla Suede. Enriched with aloe vera and vitamins A and E, they leave skin soft and delicately scented.
When it comes to fashion, never underestimate the power of accessories: the right shoes, the right jewels and, of course, the right nails. To demonstrate just how much of a fashion accessory nails can be, CND teamed up with British designer Glynneth B, whose trendy baubles have been worn by both Rihanna and Jennifer Lopez. “We used new shades from CND’s Shellac Power Polish collection to create ultra-hip nails, then added one piece of heavy-metal jewelry from Glynneth B,” says Jan Arnold. “It’s a fashion-forward look that seamlessly blends hard-core glam and rock ‘n’ roll.”
After glazing the nails with CND Shellac Base Coat, Robinson applied glitter with alcohol and a brush. Next, she applied Shellac Hotski to 'Tchotchke.' Then, using a sponge, she removed some of the color before sponging on Shellac Asphalt and Black Pool. Finally, she dusted the nails with more...
Seeing Red

At the Diego Binetti fashion show, nails were as rich and red as Dorothy’s ruby slippers. It’s a look that you can duplicate in the salon with one coat of CND Shellac Rock Royalty followed by one coat of Shellac Decadence. Gorgeous!