

NAILPRO

A close-up, profile view of a woman's face, looking towards the right. Her hair is styled in a short, textured cut. Her eyes are heavily lined with dark makeup and long, dark eyelashes. Her lips are painted with a vibrant red lipstick. Her hands are positioned near her face, showcasing her manicure. The nails are long, pointed, and white with intricate silver and white floral and lace-like designs. Some nails feature small, realistic-looking roses and intricate patterns. The background is dark, making the woman's features and the detailed nails stand out.

Welcome Wellness
Into the Salon

Wholesome HEALTH

FOUR NAIL PROS SHARE HOW TO AUTHENTICALLY
BRING WELLNESS INTO THE NAIL SALON.

By **Karie L. Frost**

One upon a time, the word “wellness” conjured images of green juice and yoga. But times, they have a-changed: According to the Global Wellness Institute’s (GWI) Global Wellness Economy Monitor, wellness services and products pulled in \$4.2 trillion in 2017, with the personal-care, beauty and antiaging sector generating the most revenue, at \$1,083 billion. It’s an area full of potential. The GWI reports that the spa industry is the largest revenue growth leader (9.8 percent) among all 10 wellness markets analyzed—meaning nail salons would be smart to incorporate wellness into their business models. Plus, employing wellness touches in the salon has the happy benefit of inspiring loyalty. “When you consider the overall well-being of your clients from the moment they walk through your door, they’re definitely going to leave feeling better about themselves,” says Nadine Abramcyk, co-owner of Tenoverten, with locations in New York, Los Angeles and Austin, Texas. “That typically means they’ll recall that feeling and come back more often—and possibly even recount that positive experience to others, spreading the word about how special your nail salon experience is.”



Wellness Defined

If it isn't just green juice and yoga, what exactly is wellness? According to the National Wellness Institute, wellness is an active, holistic process through which people become aware of, and make choices toward, a more successful existence, and encompasses lifestyle, mental and spiritual wellbeing, as well as the environment. Once faithfully followed by a health-conscious subset of society, wellness has now gone mainstream—so much so that seeking a more balanced, healthy life is a part of day-to-day reality for many individuals. "Wellness today has become imperative, a priority and a daily conversation about how to incorporate more self-care and wellness touch points into our lifestyle," says Shel Pink, founder of SpaRitual and slowbeauty.com, and an early proponent of mindful beauty. Such awareness makes sense, says Amy Ling Lin, CEO of Sundays nail salon in New York. "I think we're busier at work these days, and at the same time we want our life conditions to improve," she says—which makes us active seekers of ways to foster self-care.



Wellness, What Is It Good For?

Naturally, taking care of oneself—right down to our nails—falls within the realm of self-care. "From a professional perspective, I've always seen spas and salons as 'wellness outposts'—spaces where people can access wellness touch points and support that contribute to their personal, sustainable self-care practice," says Pink. Sadly, a large swath of the nail salon industry focuses on volume over experience; wellness simply isn't baked into the business model. "Often, the nail salon becomes a very busy place where the focus is on getting people in and out as quickly as possible, and clients come to expect a nail salon to deliver on this promise of a quick fix," concedes Pink. "If nail salons were to set a tone of calmness and self-care from the moment the client arrives, then people would understand that they have another outlet to tap into for their wellness needs." She recommends reflecting wellness in as many aspects of the business as possible: the scent, decor, client greeting, products used, quality of service, events held and resources offered. Of course, a good amount of research goes into bringing wellness into your salon. Here's a primer to set you up for success.

VET YOUR PRODUCTS

Look for clean formulas and companies that emphasize self-care. Do a salon inventory check and focus on products that promote mind and body wellness as well as spark joy in your clients (i.e., nail art).

FAMILIARIZE YOUR STAFF

Educate staff on wellness-aligned products being used during services, and make sure they pass on this knowledge to clients to drive home the wellness mission. "During services, the nail technician has an opportunity to speak about the features and benefits of the product she's using and how to continue self-care and wellness practices at home between appointments," explains Pink.



"From a professional perspective, I've always seen spas and salons as 'wellness outposts'—spaces where people can access wellness touch points and support that contribute to their personal, sustainable self-care practice."