



SUCCESS STORY

Ocean View Nails is a family-owned salon located in San Clemente, California. The salon uses CND Shellac for gel manicures and is a certified vendor for this product.

SALON CASE STUDY

Over the course of the last year the salon's gel manicure business has been steadily growing. The salon has built a solid reputation of providing quality gel manicures with excellent service. Gel manicures have become increasingly popular and guests frequently ask the owner and nail technicians for information on the gel manicure process and potential effect of the ultraviolet rays on their hands.....



THE COMPANY

Location
San Clemente, California

Type
Nail Salon

Web Site
www.oceanviewnails.com

History
Established 2010

THE CHALLENGE

The owner of Ocean View Nails began doing research and discovered that there was a large amount of information available addressing gel manicures and the potential side effects of ultraviolet (UV) rays. But what she found was confusing and seemed inconclusive on whether or not it was really an issue. Here is a sample of what she found:

“Women who get frequent gel manicures need to know that the UV light used to cure the gel is a risk factor for skin cancer.”

Dr. Chris Adigun, Prof. of Dermatology, NYU School of Medicine

“UV nail lamps emit relatively low levels of UV and are the equivalent of spending an extra 1.5 to 2.7 minutes in the sunlight each day.”

Doug Schoon, President, Schoon Scientific

“Research has shown that ultraviolet (uv) radiation-emitting devices are carcinogenic to humans.....”

Elizabeth Hale, VP, The Skin Cancer Foundation

“Highly improbable that anyone would ever exceed safe levels of UV exposure from a UV lamp.”

Dr. Sayre, Photobiological Safety Evaluation of UV Nail Lamps

In addition, several articles use confusing terminology and acronyms or were actually incorrect. For example, there were many articles that implied LED, or light emitting diode (LED) lamps, do not use ultraviolet rays (UV) ~ that is completely false. LED lamps, like compact fluorescent light (CFL) lamps, use UV rays to trigger the curing process used for gel manicures. The owner did find some articles that suggested two solutions to provide “peace of mind” to her guests while getting a gel manicure:

1. Apply sunscreen to hands before the gel manicure process
2. Purchase gloves with exposed fingers

THE REQUIREMENTS

After discussing the best approach with technicians and doing further research she decided to offer UV gloves complementary with every gel manicure. Her requirements for the gloves would be that they must:

1. Block UV rays
2. Machine-washable
3. Affordable
4. Have comfortable/durable fabric
5. Attractive/fun colors

*“We selected the
OC Nails UV Shield
Glove because it ad-
dressed our needs and
was affordable.”*

Kim Wybenga, Owner,

Ocean View Nails

THE SOLUTION

The OC Nails UV Shield Glove™ is a fingernail-less glove that is certified to block ultraviolet rays from both CFL and LED lamps (often referred to as UV). The UV Shield glove is:

- Certified to block UV light
- Durable fabric built for comfort
- Individually stitched fingers
- Interlocking seam for flexibility
- Machine-washable
- Available in different colors

THE RESULTS

In August 2013, the Ocean View Nails began offering the UV Shield Glove™ complementary with every gel manicure service. The nail technician completes the manicure and then places the glove on a guest's hand before applying the initial base, color, and topcoats. Once the curing process is complete the glove is then removed.

The feedback was immediate. Guests loved not having to think about the UV rays and could enjoy the time they had set aside for their gel manicure.

"Some of my guests have told me that they had always thought about doing a gel manicure but were hesitant because of the UV light. Now that we have the UV Shield Glove they do them regularly."

Kim Wybenga, Owner, Ocean View Nails

After using the gloves for about one month the number of gel manicures the salon performed were steadily increasing. The salon averaged a year over year increase of over 40% compared to the previous year. In addition to the increase in sales the gloves provide guests "peace of mind" and a differentiator for the salon in a highly competitive market.



INCREASED GEL
MANICURES BY
40%



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