

INTRODUCTION

WELCOME TO THE NAIL INDUSTRY!

This is an industry full of exciting opportunities for talented and motivated nail professionals.

You are taking the first step toward your success by becoming a **Certified Nouveau Nail™ Technician**.

As with any industry, there is always plenty of competition. In order to gain a competitive advantage you need to do something that makes you not only different, but better.

First of all, you must use the highest quality products possible without spending so much on your products that you are either sacrificing profitability or overpricing your services. You need a high performance brand that allows you to remain both competitive and profitable. That is why you have chosen **Nouveau Nail™**.

There are many high quality brands that are simply too expensive and there are plenty of less expensive brands that are not high enough in quality.

We are the only brand in the industry that combines the highest quality products with the best possible educational support at fair prices, which allows you to remain both highly competitive and profitable.

Secondly, it is not enough to use our high performance products—you need to know how to use these products properly. That is why we have created this easy to follow training manual to ensure that you know how to perform every service, step-by-step.

Once you have our products and know how to work with them properly, you will be issued a **Nouveau Nail™ Technician Certificate** to post at your nail station. This will distinguish you from other nail technicians and let your customers know that you are an expert on the application of all **Nouveau Nail™** enhancement systems.

Welcome to our worldwide family!

Sincerely,

Paige Kerzner

Director of Education
Americanails.com

A proud member of the



American Association of
Cosmetology Schools