2012-2013 Industry Statistics

Record-Breaking Growth: $7.47 Billion in Nail Services

Booth Rental Rates Decline Slightly

Gel-Polish Continues Its Service Dominance

Celebrities & Nail Art — Biggest Influences on the Industry

32% of Salons Add a New Service in 2012

Nail Techs Embrace Online Tools, Social Media

Sponsored by OPI
There are LOTS of reasons that the nail business is enjoying big increases ... in popularity, in service prices, in the number of salon customers, in new services. You can read about the trends influencing the professional nail industry on page 58. The nail industry grew to a record $7.47 billion this year. The only area we’re seeing slowing growth is in the number of new salons opened and the number of new nail technicians. But we believe we’ll see more and more young people look to a nail career with greater interest now because it’s an opportunity to earn a good living, make your own flexible hours, and do something that is creative and fun.

Our Big Book statistics are a labor of love. Doing this every year gives us a chance to quantify for the industry — and for the world at large — that nails are important in the American economy. The industry is the source of so many jobs, not just nail techs and salon owners, but beauty dealers, manufacturers, and all the other kinds of suppliers whose focus is nails. We’re proud to be part of that.

And we’re proud and grateful for our association with OPI Products for this special section of our annual Big Book. OPI’s sponsorship of the annual industry statistics section is made possible by OPI’s generous support, and I personally thank George Schaeffer and Suzi Weiss-Fischmann, without whom the depth and breadth of our research would not be possible.

All of this information will be available on our website all year long, as well as prior years’ data so you can compare and contrast over several years. If you have any specific questions, I welcome them personally. You can e-mail me at cyndy.drummey@bobit.com.

— Cyndy Drummey
GelColor by OPI

PRO PREP PRODUCTS

1. Swiss Blue Liquid Hand Soap
   Washes away germs and bacteria.

2. Swiss Hand Guard Antiseptic Handwash Gel
   Kills germs and keeps them in check during nail prep.

3. N.A.S. 99 Nail Cleansing Solution
   Cleanses nails and removes gel residue.

4. Bond-Aid pH Balancing Agent
   Ensures lift-free, chip-proof GelColor services.

5. PusherPlus Titanium Multi-Use Pusher
   Pushes cuticles and details nails with a built-in cleaning edge

GELCOLOR • ICONIC OPI COLOR IN A SERVICE ONLY YOUR SALON CAN DELIVER!

MODEL IS WEARING GELCOLOR BY OPI VAMSTERDAM

FOR MORE INFORMATION ABOUT GELCOLOR BY OPI, LOG ON AS A PRO AT OPI.COM

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Nail technicians are predominantly female, early middle-aged, have finished some college, and have not been doing nails most of their professional lives. The “average nail tech” is married with kids and she works part-time.

The nail industry is somewhat polarized, in that there are two primary and distinct groups that make up the majority of industry professionals: Caucasian and Vietnamese, with Vietnamese being the largest and most consistently growing segment.
Get dry... in the blink of an eye!
A New Look from the #1 Salon Brand!

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A CLOSER LOOK AT SALON LIFE

Nail technicians and nail salons have been trying to create a more professional environment in the salon, enforcing dress codes, strict adherence to booth rental rules, and staying alert for constant innovation.

IF YOU DO HAVE A SALON DRESS CODE, WHAT IS IT?*

- nice jeans 1%
- all white or white & accent color (but not black) 2%
- "trendy/stylish" attire 3%
- white lab coat or jacket 4%
- 9% specifically prohibit nail techs from wearing jeans.
- 5% have a dress code that allows either a daily color scheme change or more casual attire on weekends.
- 1% specifically prohibit open-toe shoes, flipflops, shorts, sweats, midriffs, sneakers, or cleavage-revealing attire.

DOES YOUR SALON HAVE A DRESS CODE OR REQUIRE A UNIFORM? *

YES 34%

HOW MANY NAIL TECHNICIANS WORK AT THIS LOCATION (INCLUDING YOURSELF)?

- 1 am the ONLY nail technician working at this location 54%
- 2 nail techs 17%
- 3 nail techs 10%
- 4 nail techs 7%
- 5 nail techs 4%
- 6 nail techs 2%
- 7+ nail techs 6%

HOW WOULD YOU DESCRIBE YOUR SALON?

- Day/hotel/destination spa 56%
- Mobile- or home-based salon 29%
- Full-service salon offering nails 4%
- School 3%
- Other 2%

WHICH BEST DESCRIBES YOUR CURRENT EMPLOYMENT SITUATION?

- Nail technician (employee) 14%
- Nail technician (booth renter or salon owner doing nails) 55%
- Cosmetologist 9%
- Student or apprentice 7%
- Salon owner (NOT doing nails) 3%
- Salon manager or nail dept. manager (NOT doing nails) 1%
- Other 6%
- Other 5%
NAIL ENVY NATURAL NAIL STRENGTHENERS

GET NAILS TO ENVY!
A New Look from the #1 Salon Brand!

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Nail technicians are concerned about their health, but they haven’t taken all the precautions they can to protect themselves from work-related injuries like carpal tunnel or allergic reactions. Only 21% wear gloves most of the time.

### DO YOU HAVE MEDICAL INSURANCE?

- **Yes**: 77%
- **No**: 23%

### HOW OFTEN DO YOU WEAR PROTECTIVE GEAR?

- **Protective eyewear**
  - Never or rarely: 63%
  - Always or almost always: 20%
- **Mask**
  - 71%
- **Gloves**
  - 46%

### DO YOU HAVE ANY WORK-RELATED HEALTH CONCERNS?

- **No**: 60%
- **Yes**: 40%

- dermatitis 10%
- neck problems 11%
- shoulder pain 6%
- back trouble 5%
- tendonitis 6%
- carpal tunnel 42%
- wrist problems 5%
- arthritis 7%
- other 2%

### DO YOU HAVE A REFERRAL SYSTEM WITH A NAIL DOCTOR?

- Yes, I have an agreement with a doctor to refer clients: 6%
- I refer clients to a doctor in the area, but it’s not a formal arrangement: 13%
- I don’t have a referral system in place: 81%

### DO YOU HAVE PROFESSIONAL LIABILITY INSURANCE FOR YOURSELF OR YOUR SALON?

- **Yes**: 61%
- **No**: 39%
Cleans and disinfects tools, hard surfaces, and pedicure spas and tubs
- Hospital-grade, EPA-registered disinfectant
- Effective against a broad spectrum of bacteria, viruses, fungus, mold, and mildew
- Deodorizes
- Built-in chelator dissolves hard-water mineral deposits
- Degreaser cleans residue left by oily pedicure scrubs
- Non-acid, pipe-safe cleaning
- Economical – one gallon makes up to 128 gallons of cleaning solution
- Meets most state board sanitation regulations

THE #1 REASON WOMEN RETURN TO NAIL SALONS? CLEANLINESS!

OPI makes it easy and economical to keep your salon compliant with state regulations with just one single product – **OPI Spa Complete** One-Step Cleaner and Disinfectant.

OPI Spa Complete

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NEW! Now available in 32 Fl. Oz.

**AVG. COST PER USE**

**HARD SURFACES** (using the gallon size)
- Clean and disinfect your station 20 times for just 1 penny.

**IMPLEMENT DISINFECTION**
- Disinfect implements for 20 cents a day.

**PEDICURE SPAS & TUBS**
- Clean and disinfect for 39 cents per gallon of water.

**RECOMMENDATION**
- Use OPI Spa Complete to disinfect implements, degrease residue, and meet sanitation regulations.
THE ECONOMICS OF DOING NAILS

Doing nails offers an opportunity to earn based on the ability to bring in a steady flow of clients. Booth rental is the most popular system for nail technicians because it allows techs to be their own boss, setting their own prices and hours. Because earnings can be limited to the number of clients seen per day, an incentive to sell retail is a great option to add to one’s income.

WHICH BEST DESCRIBES YOUR COMPENSATION SYSTEM?

- **SALON OWNER 40%**
  - 20% do nails themselves and earn only from the services they personally do.
  - 16% own the salon and take a salary.
  - 4% are home-based or mobile salons.

- **BOOTH RENTER 31%**
  - 29% pay rent to the salon and keep 100% of their service fees.
  - 2% are booth renters who pay a percentage of service fees to the salon as rent.

- **EMPLOYEE 19%**
  - 10% are employees and receive a percentage of service fees but no salary.
  - 4% are employees who receive a salary.
  - 3% are employees who receive a salary plus a percentage of service fees.
  - 2% are employees whose compensation is based on their business volume.

Booth renters who pay their rental WEEKLY 61%
Average weekly rental $110.82
Booth renters who pay their rental MONTHLY 39%
Average monthly rental $390.83

RETAIL INCENTIVE
(46% receive an incentive on retail sales)

- Sales commission 72%
- Counted toward my salary/bonus 10%
- Service/product discount 10%
- Points system/awards 6%
- Rental rebate 2%

WHAT IS YOUR TOTAL WEEKLY INCOME (INCLUDING TIPS)?

Average Income $420.98 Per Week

- $150 or less........ 17%
- $151 - $250........ 14%
- $251 - $350........ 14%
- $351 - $450........ 11%
- $451 - $550........ 17%
- $551 - $650........ 14%
- $651 - $750........ 14%
- More than $750..... 15%

Total does not equal 100% as some respondents had other, more complex compensation methods.
OPI

CHIP SKIP
MANICURE PREP COAT
Prévent l’éclatement du vernis
Protector contra Desportiladuras
Shutz vom Abblättern

CHIP PREVENTOR
FOR LONGER LASTING MANICURES

START TO FINISH BASE COAT, TOP COAT & NAIL STRENGTHENER

GET MANICURES THAT GO THE DISTANCE!
A New Look from the #1 Salon Brand!

CHIP SKIP CHIP PREVENTOR
START TO FINISH BASE COAT, TOP COAT & NAIL STRENGTHENER

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WHAT SERVICES ARE OFFERED AT NAIL SALONS?

What was once thought of as a “nails-only” salon is really a full-service salon with a heavy emphasis in nail care. Nail salons are adding everything from skin care services to eyelash extensions, but their business has expanded mainly with services that augment their “standard” nail services. Adding glitter to an acrylic service can increase the price of the service by 5%, for instance. Gel manicures usually earn double what a basic manicure does.

Each week nail techs do an average of:

- 7 manicures
- 9 pedicures
- 9 gel-polish applications
- 2 sets of gel toenails
- 12 acrylic fills and full sets
A New Look from the #1 Salon Brand!

NAIL ENVY NATURAL NAIL STRENGTHENERS | CHIPSkip CHIP PREVENTOR
RAPIDRY QUICK DRY TOP COAT | DRIPDRY LACQUER DRYING DROPS
START TO FINISH BASE COAT, TOP COAT & NAIL STRENGTHENER

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The nail industry has had “price stagnation” in various service areas for decades. The price of a full set of acrylics has barely changed in 20 years. But the income (and profit) opportunity for nail techs has to be in confidence in charging higher prices, augmenting services so that you can command higher prices, and getting customers used to periodic increases. When you think about not having a price increase in 20 years, you’ve actually lost money by not keeping up with inflation.

### The Most Vital Statistic: Service Pricing

The nail industry has had “price stagnation” in various service areas for decades. The price of a full set of acrylics has barely changed in 20 years. But the income (and profit) opportunity for nail techs has to be in confidence in charging higher prices, augmenting services so that you can command higher prices, and getting customers used to periodic increases. When you think about not having a price increase in 20 years, you’ve actually lost money by not keeping up with inflation.

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</thead>
<tbody>
<tr>
<td><strong>Manicure (basic)</strong></td>
<td>$10.97</td>
<td>$15.76</td>
<td>$19.15</td>
<td>↑ 80%</td>
</tr>
<tr>
<td><strong>Pedicure (basic)</strong></td>
<td>$22.01</td>
<td>$30.62</td>
<td>$31.69</td>
<td>↑ 47%</td>
</tr>
<tr>
<td><strong>Full Set Acrylics</strong></td>
<td>$41.83</td>
<td>$42.12</td>
<td>$41.52</td>
<td>↓ -1%</td>
</tr>
<tr>
<td><strong>Acrylic Fill</strong></td>
<td>$20.74</td>
<td>$23.02</td>
<td>$26.99</td>
<td>↑ 30%</td>
</tr>
</tbody>
</table>

### Service Prices 2012

- **Manicure (basic)**: $19.15
- **Manicure (deluxe)**: $27.94
- **Pedicure (basic)**: $31.69
- **Pedicure (deluxe)**: $43.71
- **Full Set Acrylics**: $43.58
- **Acrylic Fill (standard)**: $26.57
- **Colored Acrylics (full set)**: $47.20
- **Gels (full set)**: $49.44
- **Gel Fill**: $30.59
- **Soak-off Gel Application**: $28.93
- **Brush-on Gel-polish Application**: $27.38
- **Acrylic Toenails (full set)**: $37.27
- **Gel Toenails (full set)**: $39.16
- **Acrylic Toenails (per toe)**: $4.85
- **Gel Toenails (per toe)**: $5.14

### What Would Service Prices Be in 2012 If They Were Adjusted for Inflation?

- **Manicure** in 1992 was $10.97. That’s the equivalent of $17.32 today. So the inflation-adjusted increase in service price is just **10% over 20 years**.

- **Pedicure** in 1992 was $22.00. That’s the equivalent of $34.73 today. So, adjusted for inflation, that makes today’s price of $31.69 a **drop of almost 9%**. (Fortunately, the boom in specialty pedicures (averaging $43.71) makes up for the “loss” in profitability on the basic pedicure.)

- **Full Set of Acrylics** in 1992 was $41.83. That’s the equivalent of $66.04 in today’s dollars, but today’s price is $41.52. So, in reality, the “value” of a full set of acrylics has **dropped by 58%**.

### How Do You Charge for Nail Art?

- **Yes**: 52%
- **Sometimes**: 33%
- **No**: 15%

Depending on the complexity of the design **34%**

Different rates for different types of art **28%**

Per finger **21%**

Per color **7%**

Flat rate for nail art **5%**

Another way **5%**
Tempt your clients into pedicure season with the honey-sweet aroma of soothing chamomile and refreshing mint leaf.

**Chamomile Mint Absolutely Invigorating**

**Chamomile Mint Scrub**
Banishes calluses and dry, rough skin with natural sugar crystals and AHAs.

**Chamomile Mint Mask**
Ultra-hydrates and soothes with shea butter extract.

**Chamomile Mint Massage**
For a silky, sensual spa massage with rich emollients and antioxidant vitamins.

Also available in indulgent royal verbena, refreshing cucumber, exotic tropical citrus, tempting lemon tonic, and enticing papaya pineapple.
Why have nails become so explosively popular in the last couple of years? We can attribute some of that popularity to a group of high-profile celebrities who have embraced nail art and manufacturers working with fashion designers. The products themselves lend themselves to hype: gel-polish has been the best thing to hit the nail industry since tips! And the web has helped nail design spread to the far reaches of the globe. It’s a great time to be in the business, especially if you stay on top of the leading trends and provide customer service and pampering that the DIY-er doesn’t get to experience when she’s doing her own nails.

1 Celebrities

➤ OPI was an early proponent of the celebrity endorsement, but they’ve really upped the ante this year with signing up Nicki Minaj, the Kardashians, Maria Carey, and a group of female Olympians.

➤ No celebrity this year had more effect on nails than Michelle Obama, who wowed an international audience at the Democratic National Convention with her lavender-hued nails. Artistic Nail Design, which made the color she was wearing, said FLOTUS sent 42,352 new visitors to the company’s website.

➤ Self-proclaimed nail aficionado Katy Perry and HelloGiggles founder Zooey Deschanel get as much notice for their nail designs as their dresses on the red carpet. (Did you see E! Entertainment’s “Mani-Cam” at the fall Emmys?)

➤ Katie Cazorla, TV’s first nail salon reality star, got picked up for a second season.

➤ Tennis star Serena Williams got her manicuring license and Beyoncé opened a cosmetology school with her mother.

➤ The list of movie-polish tie-ins is long, with OPI again leading the pack: OPI’s Bond Manicure for the new James Bond picture “Skyfall” joins collections for “The Hunger Games” (China Glaze), “Dark Shadows” (Orly), and “Snow White & the Huntsman” (Deborah Lippmann) for marquee stature.

➤ Nail professionals who’ve made a career of dressing the nails of the rich and famous are more in demand than ever. Tom Bachik used to fly under the radar for his boldface clients, but now, as L’Oreal’s global nail expert, his name is featured in magazine articles right alongside the rest of the style team. Celebrity techs like Kimmie Kyees and Lisa Logan are keeping A-list celebrities’ nails adorned from coast to coast.

2 Do-It-Yourself

➤ DIY is actually a benefit to the salon. Not everyone can create their own designs but consumers are inspired by the options available and how easy nail art can be done with just polish.

➤ There’s a new band of “salonistas,” those rabid salon-lovers who frequent the salon at least weekly (compare that to most women, who go to the salon every few months).

➤ Drugstore sales of polish and nail products have soared: polish sales are up 59%, 36% increase in natural nail products, and a 100% increase of top and base coats.

➤ The “mass market” nail care category was augmented by innovations in application techniques, which could be seen in products such as Sally Hansen Salon Effects and Nails Inc.’s Magnetic Polish.

➤ The Lipstick Nail Polish Index: Economy-watchers used to say that when times got tough, women would buy a lipstick, because it was an affordable pick-me-up. Now the economic barometer is measured by nail polish. When times are tough, women buy a bottle of nail polish. And when times are good, they buy lots of polish and go to the salon.
Fall is the season to indulge in your favorites... rich leather boots, sumptuous cashmere scarves... and now the two must-possess colors for nails. **DS luxurious** and **DS indulgence**, the newest additions to OPI's Designer Series, featuring diamond-dust formulations, are just what you deserve this fall.

![Image of nail polishes]

**NEW**

**DS LUXURIOUS**
A captivating coral-red with a golden glisten.

**DS INDULGENCE**
A radiant red-violet with a shimmering, golden finish.

Distinctly different. Distinctly alluring. Distinctly you.

**DESIGNER SERIES**

CONTAINS NO DBP, TOLUENE, OR FORMALDEHYDE • Nail Lacquers feature OPI's exclusive ProWide™ Brush (Patent pending). • Call 800.341.9999 ©2012 OPI Products Inc.
5 REASONS NAILS ARE “SUDDENLY” IN THE SPOTLIGHT

3 Social Media

In August, the popular but ordinarily snarky blog Jezebel weighs in: “Nail art ... might be the only form of primping and grooming that isn’t rooted in making oneself more appealing to men or exploiting women’s insecurities. It transcends skin color and hair texture and face symmetry and body type.”

Facebook and Twitter remain popular places to share your favorite nail art designs, but Instagram and Pinterest are newer platforms that nail techs — and your clients — have taken to with a passion. What could be a more natural outlet for a nail tech’s creative energy than photo-sharing sites where professionals swap nail design ideas by the thousands?

And as far as we can tell, there are somewhere in the area of 35,000 blogs dedicated to nails, nail polish, and nail art.

4 Nail Art

There are 2.5 million monthly Google searches for the term “nail art.” Nail art, especially hand-painted polish-only designs, has a new reputation. It’s no longer for the adventurous client and no longer just for feet. Many clients you might have thought of as conservative will now proudly wear cute and trendy looks on their nails.

CND’s Jan Arnold saw the potential 15 years ago to take nail care to fashion’s elite designers and now nearly every major nail manufacturer has a Fashion Week presence.

Actual nail art: Chicago artist Dzine curated an art exhibit called Nailed (based on his book of the same name).

Visual artist Pamela Council created a sculpture called Flo Jo World Record Nails. The sculpture, made of hand-painted nail tips, is set on a wood base and is one-one hundredth of the scale size, meaning that each meter is represented by one centimeter.

5 Product Innovation

Gel-polish is no trend; it’s now an industry standard. The products continue to be refined, the removal methods faster and safer, and the colors infinite. There are now 46 brands of gel-polish. You can find lights that are UV, LED, combo UV/LED, 1-finger, 2-hand — you name it.

As if the glut of gel-polishes weren’t enough to feed the need of “polish-istas,” there are all sorts of other product extensions that are popularizing nails — mood-changing and magnetic polish and gels, real lacquer strips, holographic color, caviar nails, and nail appliques, to name just a few.

Beauty magazines pick professional brands as their “editor’s choice” and favorites.

The “world’s most expensive nail polish” containing 267 carats of black diamonds and costs $250,000. Sure, it’s a gimmick, but it shows people are paying attention to nails.

“Boutique” nail brands carve their own niche. Deborah Lippmann has always been the darling of beauty editors, but there are more high-priced, small-volume brands than ever, including Butter London, Nars, and Rescue Beauty.
AVOJUICE

SWEET TEA
SKIN QUENCHERS
HAND & BODY LOTION

An invigorating blend of red tea and succulent melon.

Bustling with natural moisturizers to juice up your skin!
Silky and “juicy” Avojuice Sweet Tea treats your skin
to a drink of smooth, rich moisturizers, plus smoothing
avocado and aloe extracts – all with the sweet
aroma of red tea and succulent melon.

O·P·I

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MORE COLORS TO LOVE!
12 NEW GERMANY & CLASSIC SHADES
THE CLASSICS

6 new shades from the CLASSICS

GELCOLORS FROM LEFT TO RIGHT, TOP TO BOTTOM:
Cozy-Melted in the Sun
My Chihuahua Bites!
Chick Flick Cherry
Black Cherry Chutney
Romeo & Juliet
Yodel Me on My Cell

THE DIVAS

6 new shades from the GERMANY COLLECTION

GELCOLORS FROM LEFT TO RIGHT, TOP TO BOTTOM:
Every Month is Oktoberfest
Suzi & The 7 Düsseldorfs
Deutsch You Want Me Baby?
Nein! Nein! Nein! OK Fine!
Unfor-get-a-ble Blue Schnapps Out of It!

GelColor by OPI
Iconic OPI Shades
Shine-intense
Lasts for Weeks
Cures in 30 Seconds

O・P・I

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## Clients and Customer Service

The number of clients seen in a typical week has increased in the last year, due no doubt to the general increase in popularity of nails (see all the reasons why on page 58). Nail techs are going high tech with payment and booking options.

### How Many Clients Do You Personally Service Per Week?

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>5 or fewer</td>
<td>15%</td>
</tr>
<tr>
<td>6-10</td>
<td>17%</td>
</tr>
<tr>
<td>11-15</td>
<td>11%</td>
</tr>
<tr>
<td>16-20</td>
<td>12%</td>
</tr>
<tr>
<td>21-25</td>
<td>13%</td>
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<tr>
<td>26-30</td>
<td>11%</td>
</tr>
<tr>
<td>31-35</td>
<td>7%</td>
</tr>
<tr>
<td>36-40</td>
<td>5%</td>
</tr>
<tr>
<td>41-45</td>
<td>2%</td>
</tr>
<tr>
<td>46-50</td>
<td>4%</td>
</tr>
<tr>
<td>More than 50</td>
<td>3%</td>
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### How Do Your Clients Pay for Their Services?

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Cash</td>
<td>36%</td>
</tr>
<tr>
<td>Credit or Debit Card</td>
<td>33%</td>
</tr>
<tr>
<td>Personal Check</td>
<td>27%</td>
</tr>
<tr>
<td>Electronic Funds Transfer</td>
<td>3%</td>
</tr>
<tr>
<td>I bill them</td>
<td>1%</td>
</tr>
</tbody>
</table>

### How Do Your Clients Typically Make Their Appointments?

<table>
<thead>
<tr>
<th>Type of Appointment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular appointments</td>
<td>49%</td>
</tr>
<tr>
<td>Standing appointments (every other Tuesday at 9)</td>
<td>36%</td>
</tr>
<tr>
<td>Walk-ins</td>
<td>13%</td>
</tr>
<tr>
<td>Other (filling in for another tech)</td>
<td>2%</td>
</tr>
</tbody>
</table>

45% of respondents take no walk-ins.

3% of respondents work exclusively on standing appointments.

### What is the Demographic Makeup of Your Salon Clientele?

- **Men**: 3%
- **Girls under 20**: 6%
- **Women 21-25**: 11%
- **Women 26-35**: 19%
- **Women 36-45**: 27%
- **Women 46+**: 34%
- **Women 46-50**: 4%
- **Women 31-35**: 7%
- **Women 36-45**: 27%
- **Women 46+**: 34%

### Which of the Following Do You Primarily Use for Booking Appointments?

- **Traditional paper calendar/paper booking**: 59%
- **Web-based booking service**: 7%
- **Computer software**: 19%
- **Smartphone app**: 12%
- **Other**: 3%

11% accept only cash.

16% accept no cash.
AVOPLEX REVITALIZING HAND & BODY SCRUB

Instantly reveals softer, younger-looking skin while hydrating with nutrient-rich Avocado Lipid Complex, Jojoba, and Grape Seed oils. A must for professional services – a weekly treat for hands and body! Experience the Avoplex difference with OPI’s Pro Manicure Kit offering 20 full services at an amazing cost per service value!*
**INDUSTRY STATISTICS**

**PRODUC TS—BUYING AND SELLING**

**WHAT PRODUCTS ARE RETAILED IN THE SALON?**

- Hand lotions: 75%
- Polish: 72%
- Cuticle treatments: 67%
- Nail treatments: 64%

**Top 5 best-seller**

- Top/base coats: 54%
- Files/buffers: 48%
- Skin care products: 43%
- Hair care: 38%
- Jewelry: 29%

**Top 5 best-seller**

- Makeup/cosmetics: 29%
- Polish-drying products: 26%
- Other boutique items: 20%
- Adhesives/nail glue: 20%
- Implements: 16%

**Top 5 best-seller**

- Top/base coats: 54%
- Files/buffers: 48%
- Skin care products: 43%
- Hair care: 38%
- Jewelry: 29%

**WHERE DO YOU SHOP FOR NAIL SUPPLIES?**

Respondents chose the sources they use “regularly.”

- Professional beauty supply store: 89%
- Online-only distributor: 38%
- At tradeshows: 37%
- Dealer’s catalog: 34%
- Over the phone: 31%
- Direct from the manufacturer: 27%
- Open-to-the-public beauty store: 26%
- Distributor’s sales consultant: 20%

**HOW MUCH DO YOU SPEND PER MONTH ON NAIL SUPPLIES?**

- $1 - $50: 17%
- $51 - $100: 28%
- $101 - $200: 34%
- $201 - $300: 13%
- $301 - $400: 3%
- $401 - $500: 3%
- More than $500: 2%

Average spent on supplies per month: $180.42

**DO YOU RETAIL PRODUCTS FOR CLIENTS’ AT-HOME USE?**

- Yes: 66%
- No: 34%

**DO YOU BUY YOUR OWN NAIL SUPPLIES?**

- I provide all my own supplies, tools, and equipment: 76%
- I provide some supplies; the salon provides some: 5%
- The salon provides all my supplies, except my tools: 10%
- The salon provides all supplies, tools, and equipment: 9%
Extraordinary OPI Titanium Tooling implements are engineered with superior 420 stainless steel and coated with ultra-hard, corrosion-resistant Titanium for long-lasting precision.

**AccuNip Titanium**
**Precision Cuticle Nipper**
Safely removes excess cuticles.

**AccuNip Plus Titanium**
**Artificial Nail Nipper**
For nipping artificial nail enhancements.

**PusherPlus Titanium**
**Multi-Use Pusher**
Features a built-in cleaning edge.

**Dexterity Titanium**
**Dual-Edged Nail Plate Cleaner**
Dual-edged for precise cleaning of nail plates.

**PusherGuard Titanium**
**Sensitive Cuticle Pusher**
Unique "lip" design minimizes discomfort.

**DoubleDuty Titanium**
**Dual-Sided Pusher**
Features both large and small pushers.

**PediPusher Titanium**
**Multi-Use Pedicure Implement**
Cleverly designed to push, clean, scoop and lift.

**FileEdger**
Ultra-hard 460-grade stainless steel for superior removal of sharp file edges.

For more information about OPI Titanium Tooling Implements, log on as a professional at www.opi.com or contact your Authorized OPI Distributor.

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NAIL TECHS WARMLY EMBRACE TECHNOLOGY AND ARE WEB-SAVVY

Nail technicians were early adopters of technology, starting with an Internet chat group that launched in 1994 by Debbie Doerrlamm and is still popular today. Nail technicians rely on your smartphones to stay in touch with clients, book appointments, do banking, and even accept service payments. You are social! You connect with each other and with clients on every major social media platform, from Facebook to Pinterest.

WHAT DO YOU USE YOUR SMARTPHONE FOR?

Business phone calls 60%
Business text messaging 60%
Researching companies online 33%
Accepting credit card payments 28%
I don’t use a smartphone for business or I don’t have a smartphone 29%
Online appointment booking for the salon 17%
Other business applications 9%

74% have a smartphone

WHAT KIND OF SMARTPHONE DO YOU HAVE?

Apple 73%
Android 24%
Blackberry (or other) 3%

WHICH OF THE FOLLOWING STATEMENTS ARE TRUE FOR YOU?

I have my own Facebook page. 73%
My salon has its own Facebook page. 60%
My salon has its own website. 46%
I have a Twitter account. 25%
I have my own website. 20%
My salon has its own Twitter account. 11%
I have a YouTube channel. 7%
My salon has its own FourSquare page. 4%
I have my own FourSquare page. 4%

WHAT ARE NAIL TECHS DOING ONLINE?

researching new products 90%
looking at manufacturers’ websites 83%
using Facebook 80%
w Quartzing videos 80%
chatting with other nail technicians 30%
blogging about nails 7%

WHAT TECHNOLOGY ARE YOU USING FOR APPOINTMENT BOOKING?

computer software 19%
smartphone app 17%
web-based booking service 3%

WHAT TECHNOLOGY ARE YOU USING FOR APPOINTMENT BOOKING?
Because you want nothing to get between you and your work, OPI Artist Series Brushes are designed with sleek, short handles and handcrafted using the finest materials to deliver perfection from the first brush stroke to the last.

Artistic Series Oval Gel Brush
Tapers to a sharp point, excellent for details and clean crisp smile lines.

Acrylic Oval Brush
Lightweight handle for a comfortable grip and effortless brush control.

2-Piece Acrylic Oval Brush
Compact 4 1/2 inches – perfect for travel!

Artist Series Flat Gel Brush
Perfect for moving quantities of gel for fast nail coverage.

Artist Series 2-Piece Kolinski Gel Brush
Compact 4 1/2 inches – #4 brush head ideal for OPI gels. Great for travel!

Artist Series Oval Gel Brush
Tapers to a sharp point, excellent for details and clean, crisp smile lines.

Artist Series Kolinski Mini Gel Brush
#2 brush head with a slim handle for precision and comfort.

For more information about OPI Artist Series Brushes, log on as a professional at www.opi.com or contact your Authorized OPI Distributor.

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### Regional Analysis of the Nail Industry

#### 2012 Nail Techs vs. 2012 Nail Salons

<table>
<thead>
<tr>
<th>State</th>
<th>2012 Nail Techs</th>
<th>2012 Nail Salons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>2,807</td>
<td>560</td>
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<tr>
<td>Alaska</td>
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<tr>
<td>Wyoming</td>
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</table>

#### 2012 Totals

- **357,265 Nail Techs**
- **53,028 Nail Salons**

#### 2011 Totals

- **355,600 Nail Techs**
- **51,244 Nail Salons**

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*Number of Nail Techs in 2012*

- less than 1,000
- 1,000 - 3,000
- 3,000 - 8,000
- 8,000 - 16,000
- more than 16,000

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*These salon and nail tech figures come from business directories, state boards, and industry estimates. As there is no solid data on the percentage of practicing (versus licensed) nail techs, NAILS estimates some state figures.*

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*Biggest tech-to-salon ratio: 11 to 1*

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*State with the MOST nail technicians: 84,699*
State with the FEWEST nail technicians: 33

State with the most significant increase in nail techs: up 10% since 2011

State with the LEAST hours required for licensing: 0

State with MOST hours required for licensing: 750 hours

The top 10 most populous states for Vietnamese nail techs:
1. California
2. Texas
3. Florida
4. New York
5. Pennsylvania
6. Georgia
7. Illinois
8. Virginia
9. New Jersey
10. North Carolina
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