

innovate

Technology is transforming the way business is conducted: processes are being refined, global communication is becoming effortless, and wireless capabilities are expanding. In today's innovation era a business' longevity is directly related to how well it embraces and implements technological advancements. Thus, it is critical that manufacturers, salon owners and nail techs become technology trail blazers.

Manufacturers' are leading the way.

Nail Biz asked, **How does technology IMPACT your business?**

"More **advanced ingredients** have enabled Qtica & ZOYA to respond more quickly to salon and consumer needs by creating products that respond to market demands in less than 90 days."

LEO REYZIS
VICE PRESIDENT OF MARKETING, ART OF BEAUTY

"New types of **advanced chemical testing instruments** make it possible for us to scientifically measure properties such as adhesion, flexibility, durability, color, etc. These instruments help us gain a better understanding of both natural and artificial nails so that we can make superior products for professional nail techs and their clients."

DOUG SCHOON
VICE PRESIDENT OF SCIENCE
& TECHNOLOGY, CREATIVE NAIL DESIGN

"The technology we have developed and implemented into our products has improved the manufacturability, serviceability, and usability of all of our pedicure spas. In fact, the **Crystal Clean Pipe-Free technology** has impacted the entire pedicure spa market by offering a cleaner, safer way to give pedicures and a more efficient way to disinfect the spa itself. In addition, the success of our technologically advanced Murano Spa increased our 2004 sales by \$2.7 million."

REBECCA REED
MARKETING COMMUNICATIONS MANAGER, EUROPEAN TOUCH

"The invention of email and instant messaging has changed the way we do business. Email keeps the **flow of communication** open by allowing us to reply to an email at any time of the day, making overseas communication seamless."

ALISON BROOKS
NATIONAL SALES MANAGER, SECHE

"Technology, in the aesthetic category of our industry, has dramatically impacted skin care over the last 10 years with **advanced developments** in alpha hydroxy, beta hydroxy, anti-oxidant and full spectrum UVA-UVB sunscreen. These developments enabled the creation of products that meet the specific needs of consumers with better results."

MEGAN DIMARTINO
PRESIDENT & FOUNDER, NOVITA SPA CLINICALS

"The Internet has certainly affected us all, with the ability to reach more customers and vendors globally. Our website is a source of **instant information**, allowing our domestic and international customers to easily obtain the information they need at their convenience. Email has increased the pace of doing business, allowing us to communicate easily across time zones, process customer orders, and bring new products to market much quicker."

GREGORY JACKSON
DIRECTOR OF MARKETING, MEHAZ BY SPILO

"The advancements and importance of having an **online presence** have prepared us for the launching of two Web sites this year—Supre.com and Hempzhairecare.com. Both Web sites will have a separate intranet with information specific to salons and distributors. This technology enables us to reach our target audiences while providing all the information they need at the click of a button."

SUNNY STINCHCOMBE
DIRECTOR OF MARKETING, SUPRE

to change

Nail Biz surveyed our advisory board to find out what **TECHNOLOGICAL ADVANCEMENT** has changed the way they do business.

“The **Radical French Tip by Creative Nail Design** has significantly reduced the time it takes to apply a full set of acrylics by at least 30 minutes. This, along with other product innovations, enables me to be more efficient, allowing more appointments to be booked therefore, increasing my bottom line.” (Radical French Tip can be purchased through www.theindustrysource.com.)

DAWN CONNERS
OWNER, MODERN COLOR
NORTHVILLE, MI

“The incorporation of a **wireless charge card terminal** has saved us time and money because we no longer process transactions manually and are not limited to the type of payment we can accept.” (Log on to http://www.merchantexpress.com/wireless_credit_card_processing.htm for wireless charge card terminal solutions.)

CAROLYN FRITZ
OWNER, NAIL DESIGNS
ASHLAND, MA

“Our **computer software** has automated many processes—booking appointments, appointment reminders, payment transactions, retail inventory—allowing more one-on-one interaction with clients.” (For information on various software programs, log on to www.harms-software.com.)

KRISTINA SAINDON
NAIL TECH, SKIN CARE BY MARGARET
WHEAT RIDGE, CO

For additional ideas in innovation, see *The Vault* on page 22.

Technology is like science, it's ever evolving. So, take advantage of the latest advancements and positively impact your revenue stream. Blaze your path toward financial success—become a technology trail blazer!

WRITTEN BY **WENDY WOODWARD**

“Our business is about technology, yes. But it's also about operations and customer relationships.” —Michael Dell

“I think it's fair to say that personal computers have become the most empowering tool we've ever created. They're tools of communication, they're tools of creativity, and they can be shaped by their user.”
—Bill Gates

Customized Innovation Hits Mainstream

Mainstream companies are realizing that consumers want products that are personalized, yet reflect their lifestyle. Below, three well-known brands share how they've jumped on this revenue-generating bandwagon.

- **Land's End** customers are able to order clothing that is customized to fit their specific measurements by answering a series of questions located on the Web site. Around 40% of shoppers choose the customized garment over the standard-sized equivalent when available.
- **Mars**, the parent company of M&M's, launched a customization option for its customers by allowing personal slogans to be imprinted on M&M's candies. The only caveat is that the trademarked lower-case “m” must remain on the flip side.
- **Nike** allows you to design your own pair of running shoes online by choosing among thousands of color combinations and adding your own personalized, embroidered phrase.