

NAILPRO

the
LOVE &
MONEY
ISSUE



As artists, most nail techs likely identify as right-brain thinkers, relying on their creativity to conceptualize and execute innovative digit designs. But business acumen is an essential component to successful entrepreneurship, too. If your left-brain tactics leave you wanting more, follow these money-saving tips from 10 savvy industry pros who have found ways to combine both sides of the cranium in a happy alliance of artistry and practicality.

THE ART OF SAVING

By Francesca Moisin



PATTIE YANKEE

celebrity nail artist and owner of Pattie Yankee Manibar in New York, NY, and Patricia's Nail Sanctuary in Deer Park, NY

"I'm thrifty. My salon is small, so I launder my own towels. I've also found that dental bibs make incredible station covers; their plastic backs guard against product drip. Ordering from a wholesale dental supply company also makes them exponentially cheaper than standard industry table towels. Finally, I charge yearly fees for personal nail file kits. This allows me to replace clients' equipment as needed—and they love only having to worry about costs once a year."



Estimated Amount Saved:

"Between \$250 and \$500 each month, by dutifully following smart scrimping practices."



JAIME SCHRABEK

owner of Precision Nails, Carmel, CA

"Focus on what's essential, then eliminate unnecessary procedure steps, and don't purchase anything not directly related to your work. At the same time, **prioritize client health and safety by not skimping on disposables**, such as single-use buffers. Finally, calculate how much you spend in product costs for every service, and strive to keep those figures down to less than 10 percent of the total price."

Estimated Amount Saved:

"By remaining vigilant, I'd guess I save more money every year than some nail professionals earn."

ADELINE SARINO

director of nails, Red Door Spa, Stamford, CT

"Switch to LED lighting in the salon."

It's cost-efficient, uses less energy and lasts longer than traditional incandescent bulbs. Create a beverage station with flavored water—which has the additional perks of cutting down on plastic bottle waste while offering clients a creative way to stay hydrated. Have a colleague who lives nearby? Carpool! That will eliminate unnecessary gas and toll fees. Just remember to take turns, so that each person benefits. And make lunchtime fun by hosting salon potluck parties where every employee takes a turn bringing in a favorite homemade dish for all to share. Not only is this festive, but you'll be surprised by how fast a piggybank grows when you're not always dining out."



Estimated Amount Saved:

"Shifting to LEDs alone can save hundreds of dollars a year, combined with the benefits of packing snacks and making coffee at home."