

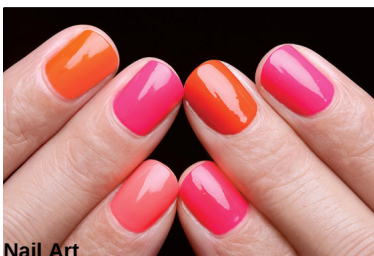
Summer Nail Trends

Written by By: Vanja Veric

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Summer is slowly approaching and that means sandals, sundresses and stunning shades. But the must-have accessory this coming season is a killer manicure. We're providing inside tips into this summer's hottest nail trends and helpful hints to keep your digits shining and healthy when the Arizona heat sets in.



Nail Art

Since tangerine tango was named Pantone's color of the year, the bright hue has been showing up everywhere. From clothes and shoes to accessories and even makeup, orange is shaping up to be the it color this season, so wear your citrus shades with pride.

But it's not all about just one look this summer; bold look-at-me nails in a variety of colors and designs are the most requested in nail salons. Everything from bold ombre stains to polka dots to geometrical designs, the sky is really the limit on what's acceptable this season.

"Nail art is a huge trend this season," says Courtney Steele, Founder and Chief Concept Officer of *terés | A NAIL BAR*. "Every day we have guests walk in requesting different nail art designs that they've seen online on sites like Pinterest."

And, seeing as not everyone spends the entire summer lounging by the pool, Steele shares some tips to get your manicure from the beach to the office without wasting time and money.

"We find sometimes clients shy away from bright-colored polish and nail art because they are worried that it may not be workplace appropriate, but they want the look for their weekend fun and nights out on the town. Here's a solution: when you're ready for the weekend, ask your nail designer to add an art design or layer of bright polish on top of your work-friendly gel manicure," Steele says. "Nail polish remover does not affect a gel manicure so the top 'fun' layer of polish will last only as long as your night out. Before you head to work, you can remove the top layer yourself with nail polish remover leaving behind a Monday-ready professional gel manicure underneath."

Nail Care

While the design of your nails is often the only thing many of us think about when getting a manicure, it's important to remember that nail care and health are just as if not more important than style, especially in the summer months.

Summer heat and harsh UVA and UVB rays can do serious damage to your nails as well as your skin, so it's important to protect your hands when things start to heat up.

"Your nails and the skin around and under your nails can actually burn in the sun just like any other part of your body," Steele says. "Protect yourself by choosing a polish infused with UV absorbers (most are), plus use a topcoat with added UVA and UVB filters. Not only will these products combat a burn, they'll also protect against nail bed staining and polish color fading that occurs from sun exposure."

Steele also encourages applying sunscreen to your hands regularly to protect from not only burns but early signs of aging.

"We typically apply sunscreen to our face and bodies but forget to protect the tops of our hands," Steele says. "The skin on your hands is very thin and ages just as pre-maturely as the skin on the rest of your body."

Don't forget basic cuticle maintenance. Avoid changing out your gels too frequently to prevent deeper nail damage and make sure you're protecting your cuticles not only from the sun but also from design wear and tear. Invest in a cuticle cream to soothe the sensitive skin and avoid painful nicks.

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And more and more, beauty and nail trends are finding their stride in social networking sites. With sites like Pinterest increasing in popularity, top beauty bloggers, celebrities and salons are taking notice of what's on trend. Top nail brands and salons follow social networking sites to see what the hottest looks are. It's a must if you want to stay on top of the current trends to start following some of your beauty inspirations on sites like Pinterest to see all the looks they are loving every season.

Remember most importantly, to have a little fun with your manicure this season, the trend report practically demands it. Go for a patterned chevron or a metallic ombre or some polka dots surrounding triangles on your ring finger. The most important thing with all trends is to have fun with them, and luckily for all you manicure-obsessed fashionistas, you don't have to pick just one look this summer.

"Remember anything goes! Shiny, matte, glitter, dark, light—whatever your heart desires. It's just nail polish—nothing permanent that can't be removed," Steele advises. "Summer is the perfect time to experiment with your look and have fun with color. Try something new – when the sun is bright, your nails can be too!"