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PROGRAM 2018

SHIELD GEL POLISH SYSTEM

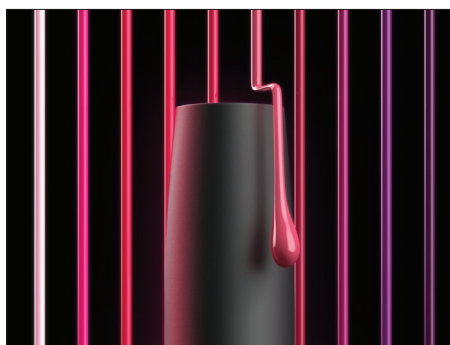
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SHIELD GEL POLISH SYTEM

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PROGRAM 2018

SHIELD

SHIELD GEL POLISH SYSTEM



PROFESSIONAL 3-STEP GEL POLISH

Shield gel polish is a professional 3-step gel polish system that cures in a UV or LED lamp. Gel polish systems are specially formulated to cure under UV/LED lamps, which results in a very durable coating (film). Such film is much more durable than the traditional nail polish systems, therefore gel polish can last up to 3 weeks. However, the exact wear time largely depends on the client's nail condition and lifestyle.



VARIOUS NAMES OF GEL POLISH

Gel polish systems are called various names in various countries. The most popular are:

- HYBRID POLISH (Poland, USA);
- SEMI-PERMANENT POLISH (Italy);
- GEL POLISH (USA);
- GEL MANICURE;
- UV POLISH;
- SOAK-OFF GEL POLISH.

In Kinetics we call it simply a gel polish and it has a special name – **SHIELD**.



SOLVENT-BASED SYSTEMS

Some gel polish systems are solvent-based, and some are not. Solvent-based systems contain solvents similar to nail polish solvents, such as ethyl acetate or butyl acetate, to keep them in a liquid state. It is easy to identify solvent-based gel polish systems – they are all similar by odor to nail polish.

Similar to nail polish systems, they tend to get thicker over time. This is because the solvent evaporates from the bottle, causing polish thickening. Some solvent-based systems tend to drop pigment, and it is required to shake the bottle well before use. Shaking agitates pigment and brings it back to the formula.



- + No shaking
- + No thickening
- + No pigment dropping
- + More saturated colors

SOLVENT-FREE SYSTEMS

Solvent-free systems, as the name already suggests, are not based on solvents. Colors are more saturated compared to solvent-based systems. Solvent-free systems do not have problems with pigment dropping. And because the formula contains no solvent, polish does not get thicker over time.

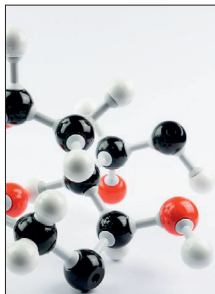


SHIELD GEL POLISH

Shield gel polish is a solvent-free system. It does not require shaking before use because it does not drop pigment. Shield gel polish also never thickens in the bottle; it maintains the same consistency throughout its entire life cycle. The shelf life of Shield gel polish is 36 months from the date of production.

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GEL POLISH INGREDIENTS



- OLIGOMERS
- MONOMERS
- PIGMENTS
- ADDITIVES
- PHOTOINITIATORS

GEL POLISH INGREDIENTS

Gel polish formulas are generally complicated compositions of different materials called oligomers, monomers, photoinitiators, pigments and additives. These are the most important ingredients and their functions.

PHOTOINITIATORS



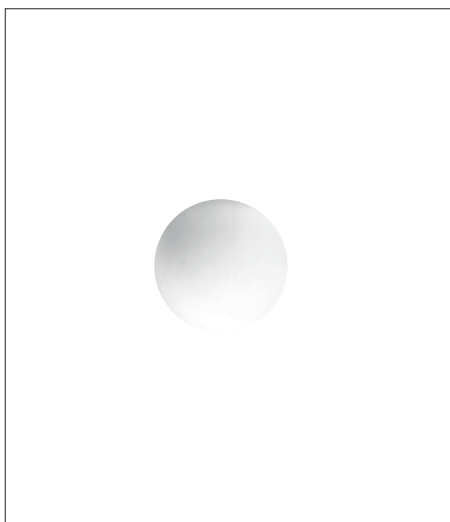
PHOTOINITIATORS

Photoinitiators are ingredients that start the curing process. They contain energy which is activated by UV or LED lamps. Once this energy is released, it starts curing. This process, in chemical terms, is called 'polymerization'. Without photoinitiators, gel polish would not cure. Some photoinitiators work in LED lamps, and some work in UV lamps. Kinetix uses both of them so that Shield gel polish can be cured in either a UV lamp or an LED lamp.



OLIGOMERS

Oligomers are ingredients some people remember from gel extension systems. In gel polish, oligomers are used like building blocks to create a durable film. They start to cure once a reaction is initiated by the photoinitiators. Remember, such a reaction is called polymerization. There are many different oligomers in the world, but two of the most popular used in gel polish are Urethane Acrylates and Methacrylates, which are both created from acrylic or methacrylic acid. They are also widely used in every field of modern industries, including the dental industry, where fillings, crowns, etc. are produced.



MONOMERS

Monomers are ingredients some people remember from acrylic systems. In gel polish systems, monomers are used to control consistency. Monomers, together with oligomers, polymerize to create a durable film. Similar to oligomers, many of them are widely used in all kinds of industries, e.g., to produce polymers for soft contact lenses and dental application.



PIGMENTS

Pigments are responsible for the color of the gel polish. If there were no pigments, gel polish would simply be clear. The choice of pigments is very important for the product quality, and Kinetics chemists select each pigment with great care to make the colors look deep and saturated. With proper use of pigments, color chemists can literally create any color in the gel polish.



ADDITIVES

Many kinds of additives can be added to gel polish systems. Mainly they are used to get the best performance of the finished product – improved self-leveling, shine, adhesion and removal, as well as avoiding staining and yellowing.

3 STEP SYSTEM



BASE COAT

COLOR COAT

TOP COAT

SHIELD GEL POLISH

Shield is a professional 3-step system, meaning it contains three consecutive layers – base, color and top. Such systems are considered professional for various reasons. Compared to 1-step systems, 3-step systems have a longer wear time and better shine. Both longer wear time and better shine are very important requirements for salon manicures. As an example, neon colors will never look shiny in a 1-step system, while this is not a problem in a 3-step system. Customers paying money for gel polish application expect to have long wear times and great shine. Professional nail technicians should choose 3-step systems.

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SHIELD BASE COATS

SHIELD BASE COATS

STRONG
BASE COATNUDE
BASE COATLIGHT
BASE COAT

BASE COATS

Base coat is the first gel polish layer and is responsible for gel polish adhesion to the nail. Because our natural nails are flexible, the base coat also needs to be flexible, similar to our natural nails. Some base coats are of a thin consistency and some are of a thick consistency. As a general rule, thin base coats are designed for smooth and healthy natural nails, while thick base coats are better for nails with imperfections, such as ridged nails, spoon nails, etc. With a thick base coat, nail professionals can fix these imperfections and still create perfect manicures. Kinetics has both base coats – the thin ones and thicker ones.

KINETICS SHIELD BASE COATS

Kinetics has three **main** base coats and two **additional**.

	MAIN			ADDITIONAL	
	STRONG BASE	NUDE BASE	LIGHT BASE	REGULAR BASE	QUICK BASE
Adds wear time and adhesion	●				●
For natural nail extension up to 2mm		●		●	
For natural, strong & healthy nails		●	●		
For nail imperfections (ridges, uneven shape, etc.)	●	●			
For oily nail plates	●				●
For fast removal time			●		
For fast french manicures		●			

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MAIN BASE COATS



SHIELD STRONG BASE

Shield Strong Base is universal and has a long wear time thanks to strong adhesion with the nail. It can be used in 2 ways. First – to correct imperfections on ridged nails. Second – to improve adhesion on soft and damaged nails.

STRONG BASE IN THIN LAYER

- For oily nails & skin;
- For soft and peeling nails;
- For maximum wear time;

SHIELD STRONG BASE IN THIN LAYER

Applied in a thin layer, Shield Strong Base works as a regular base coat and is best for soft, damaged nails. Because of very high adhesion, it will provide a longer wear time and is recommended for customers with oily skin and oily nails.

It is also recommended for customers with peeling and damaged nails. Shield Strong Base will usually work well for customers experiencing short wear times.

STRONG BASE IN **THICK LAYER**

- Build proper nail shape for ridged nails;
- Build proper nail shape for spoon nails;

SHIELD STRONG BASE IN **THICK LAYER**

For customers with nail imperfections, Shield Strong Base can work as a builder base. It can be used to build a proper nail shape.

E.g., for customers with ridged nails, this base works as a ridge filler and fills the gaps between ridges, creating a perfect, smooth surface.

For spoon nails, it can work as a builder base, filling the surface and leveling it to make it look smooth and shiny.



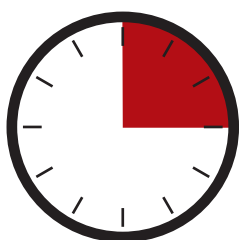
SPECIAL BRUSH

- PERFECT ROUNDED SHAPE;
- SHORT BRISTLES FOR BETTER BOUNCE;
- CORNER TO CORNER COVERAGE.

USERS	DAYS
60%	21+
30%	6-21
10%	5-6

TESTED WEAR TIME

Internal Shield Strong Base tests showed that 60% of users have a wear time of 21 days or more, 10% have a minimum of 5 days and 30% have between 6 days and 21 days.



REMOVAL

The removal time of Strong Base is 15 minutes by the traditional method of soaking in Shield gel polish remover. Removal time can vary based on the customer's nail condition and the removal technique



SHIELD NUDE BASE

- **BASE AND COLOR 2 IN 1**
Saves 20 min during french manicure with base and color in one product;
- **RIDGE FILLER**
Fills ridges and other nail imperfections and creates smooth surface;
- **NATURAL COLOR**
Provides natural look and conceals nail discoloration.



SPECIAL BRUSH

- PERFECT ROUNDED SHAPE;
- SHORT BRISTLES FOR BETTER BOUNCE;
- CORNER TO CORNER COVERAGE.

NUDE BASE IN THIN LAYER

- For smooth and healthy nail plates;
- 1 layer for natural look;
- 2 layers for more shade.

NUDE BASE - THIN LAYER

- Apply in thin layer for normal nail plates because smooth and healthy nails does not require additional thickness ;
- Apply in 1 or 2 thin layers, depending on what color intensity you want to achieve;
- Apply in one thin layer to create very natural looking nails or apply in two layers to add more shade to the nail.

NUDE BASE IN **THICK LAYER**

- For ridged or problem nails;
- For discolorations or imperfections;
- As a base coat for light colors.

NUDE BASE - **THICK LAYER**

- Apply in thick layer for ridged or problem nails to create perfect smooth nail surface;
- Apply in thick layer if you want to conceal natural nail discolorations or imperfections;
- Apply in thick layer as a base coat for light colors to create more intense base shade.



SHIELD LIGHT BASE

Light Base is a very thin base coat that has a very quick removal. This product is solvent-based; therefore, it is applied the same as nail polish – in a thin, smooth and even coating. It does not drip or run into the cuticle, and it forms a nice and even layer.

Light Base is perfect on healthy and strong nails. It also works well on thick nails, as it is very thin and will not add extra thickness. Light Base creates thin and natural-looking nails.



SHRINKAGE



NO SHRINKAGE

NO SHRINKAGE

Light Base coat has no shrinkage even on oily nails. Shrinkage is a phenomenon when nail polish pulls back from the free edge of the nail. Usually it happens within 2 minutes and is more visible on oily nails or in humid climates. With Light Base you can work on all 5 nails at a time.



3D BRUSH

- The new generation 3D brush ensures precise product control and allows you to work quickly.
- Its rounded wide shape facilitates a perfect application with only a few strokes.

USERS	DAYS
60%	14+
25%	4-14
15%	3-4

TESTED WEAR TIME

15% of users experienced a 3-4 day wear time. 25% experienced between 4-14 days wear time and more than 60% of users had a wear time of more than 14 days.



REMOVAL

The removal time of Light Base is 7 minutes using Red Lizard gel polish remover. This is the fastest removing base that causes the least damage to the natural nails.

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ADDITIONAL BASE COATS



REGULAR BASE COAT

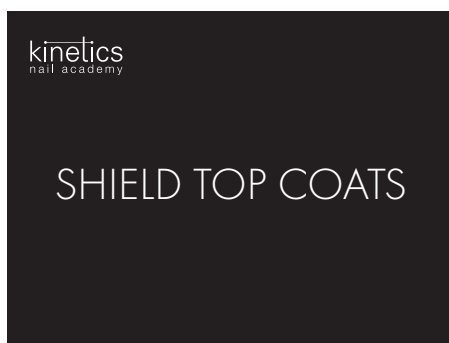
Use Kinetics Regular base to create natural nail extensions up to 2 mm or repair broken natural nail. Regular base is strong and does not bend, the structure is similar to extension gels. This makes it a perfect choice for natural nail repair and extensions.

- NAIL EXTENSIONS 2 MM;
- REPAIR BROKEN NAIL;
- DOES NOT BEND.



QUICK BASE COAT

For some cases, when even Strong Base does not provide the necessary wear time, you can use Quick Base and apply it as a tip primer prior to base coat application. Although it will compromise removal, it will provide longer wear times and, in some cases, can be the only solution on customers with problem nails.



- SUPERIOR SHINE
- ADDS DURABILITY
- REQUIRES CLEANSING

SHIELD GLOSSY TOP

Shield Glossy Top is the final step of the 3-step gel polish system. This product is responsible for the shine and durability of the entire system. After application, the product has a sticky layer that needs to be removed by using a special solution called Di-Tac cleanser.



- NO STICKY LAYER
- NO CLEANSING
- REMOVAL +5 MINUTES

TACK-FREE TOP COAT

Kinetics has another top coat that has no sticky layer. It is called Tack-free Top Coat. This product is currently available in the Chrome kit, but Kinetics plans to launch it in the regular range.

Tack-free Top Coat does not require cleansing after application; however, it takes more time to remove.

Approximately, it adds 5 minutes to removal time compared to to Glossy Top.



CHROME POWDER KIT

Chrome Kit contains:

- Chrome Powder
- Shield white #001
- Shield black #188
- Shield Tack-free Top Coat
- Applicator



- LESS SHINY
- LESS ADHESION
- LESS WEAR TIME

2-IN-1 BASE AND TOP PRODUCTS

There are products in the market which combine base and top in one bottle. Such products are less shiny and less durable. Shine is the result of hard surfaces, while soft surfaces are less shiny. Because a base coat needs to be flexible and soft it will never be as shiny as a top coat with a hard surface. The combination of top coat and base coat in one product is always a compromise between shine and durability. Therefore, using separate products will always result in better shine and better wear time.



NAIL SURFACE IS OILY

As we remember from nail anatomy, our natural nails are composed of water and oils. Both travel through the nail plate layers using microscopic tunnels ending at the surface of the nail plate. This is the reason the nail surface is moist and oily. On people with oily skin, nail plates are oilier. This is important to notice before Shield Gel polish application, as there is a potential risk of product lifting.



NO ADHESION ON OILY SURFACES

What happens when we want to fix an adhesive bandage to oily skin? Nothing sticks to oily surfaces, which is easy to understand. In order to create a strong bond, the surface should be clean and dry.

Exercise: Adhere tape to oily paper and to dry paper. Use a simple sheet of paper to test the difference.

SHORTER WEAR



WEAR TIME & OILY SURFACE

Let's remember 2 things about oil impact on wear time.

- Nail preparation is the most important step in Shield Gel polish application – wear time depends on nail preparation. Leaving even small amounts of moisture or oil on nails will shorten wear time.
- People with oily and moist skin / nails will have shorter wear times compared to people with normal skin / nails. Educate your clients about this fact.

POOR ADHESION



WEAR TIME & SOFT NAILS

Some people have strong and durable nails, while some have soft and peeling nails.

It is evident that better adhesion will always occur on strong and hard nails.

This explains why people with thin, soft and peeling nails experience less wear time than people with strong and healthy nails.



WEAR TIME & LIFESTYLE

Lifestyle is a major factor that has an impact on the condition of natural nails, as well as the wear time of gel polish. As remembered from nail health, one of the important factors in nail condition is water. Excessive exposure to water makes natural nails brittle, soft and peeling because water flows through the nail cells and breaks them. Think of nurses, hairdressers and bartenders as a few occupations with extensive hand exposure to water. Such customers will generally have less wear time, even with gel polish.



ACTIVE LIFESTYLE

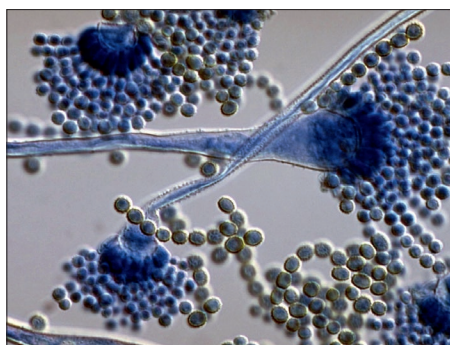
Active lifestyles, such as sports or outdoor activities, facilitate nail growth because of increased blood circulation in the nail matrix. Such customers will return faster for new service as their nails grow out faster. Even though gel polish is more durable than the nail polish systems, active lifestyles can still cause mechanical damage, even on gel polish.

STEP BY STEP

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SHIELD GEL
POLISH SYSTEM

STEP BY STEP



STEP 1: SANITIZING

Remember, the world around us is crowded with millions of microorganisms, but not all of them are harmful. The bad ones are called pathogens. Examples include **pathogenic fungus** (think of nail fungus), pathogenic bacteria (think of Green nail syndrome or tuberculosis) and pathogenic viruses (think of HIV or Hepatitis C) that can cause serious diseases. Always remember to sanitize your own hands and your client's hands.



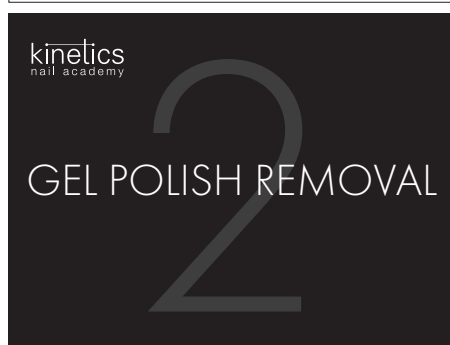
1. SOAP AND WATER



2. SANITIZING

SANITIZING

Have the client wash his or her hands with soap and water and sanitize them with an antiseptic solution compliant with local regulations. Many countries have regulations in place for using sanitizing agents. If you are not sure, the best method is to find a local supplier of hospital-grade antibacterial soap and antiseptic solution.



WHITE TURTLE



ZIGGY ZEBRA

STEP 2: GEL POLISH REMOVAL

• BREAK THE SURFACE

Start with breaking the surface of the gel polish. The top coat is the hardest layer of the gel polish; therefore, breaking it remarkably improves removal time. Use a White Turtle (180/180) file, and work on the surface in a few strokes to break the seal. Alternatively, use the Ziggy Zebra file (180/240), and work with the 180-grit side.



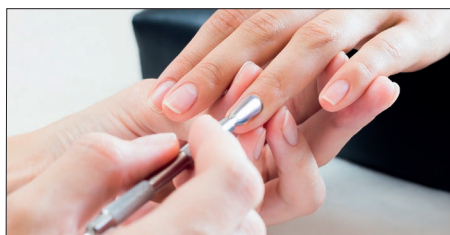
• RED LIZARD GEL POLISH REMOVER

Remove gel polish using Red Lizard gel polish remover. For proper gel polish removal, use a solution with a **99% acetone** content. Red Lizard contains 99% high quality acetone which does not leave white stains on the skin. Removal time is between 7 and 20 minutes, depending on the base coat and the client's nail condition. The product has a fresh aloe vera scent, leaves no white residue and is available in 225 ml and 900 ml size.



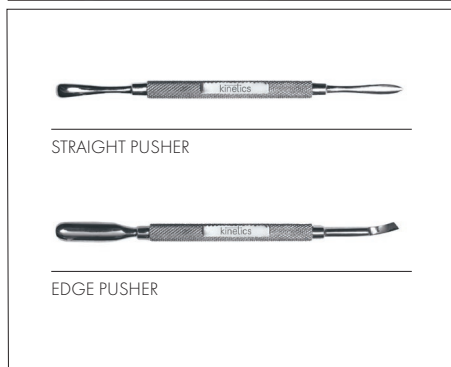
• SOAK COTTON PAD

Soak a cotton pad with plenty of remover and position the pad to cover the entire nail surface. Wrap the pad and the finger with foil and press to seal to avoid remover evaporation. The natural warmth of the finger will activate the remover to dissolve the gel polish. Leave it as long as needed to fully dissolve the gel polish. Depending on the base coat and nail condition, it can be anywhere between 7 and 20 minutes.



• REMOVE WITH PUSHER

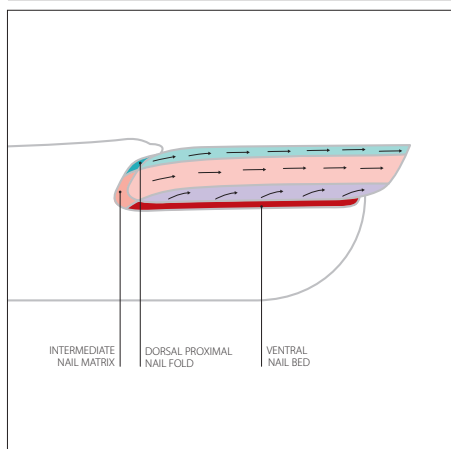
Once gel polish is soft and easy to remove, use the Straight pusher or Edge pusher to remove it from the nail plate. Do not exert any pressure to avoid damage to the nail plate. And always push product away from the cuticle area in the same direction as nail growth.



• KINETICS PUSHERS

Kinetics has 2 pushers: the straight pusher and the edge pusher. They are both made of stainless steel and are of medical grade.

- STRAIGHT PUSHER is dual-ended pusher for manicures and pedicures. It has a rounded end to push back cuticles and a pointed end to remove any residue.
- EDGE PUSHER is a dual-ended pusher for precise edge work at the cuticle area. It has a rounded end to push back cuticles and an edged blade to remove any non-living tissue.



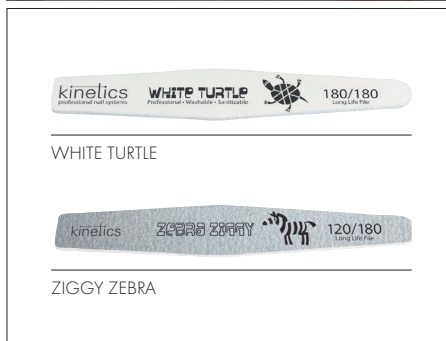
WARNING – NAIL DAMAGE

As we remember from nail anatomy, the nail plate is composed of three types of keratin, the upper layer being the hardest one. While traumatizing the nail during removal, such as by improperly using electric files or a pusher with excessive pressure, it is easy to destroy the upper layer of the nail. This will lead to the nail plate becoming soft and the gel polish wear time decreasing dramatically. Therefore, while clients often blame gel polish for nail plate damage, the actual reason is incorrect removal or overfiling before application. Always explain to customers what is the actual cause of the nail plate damage.



STEP 3: SHAPE THE NAIL

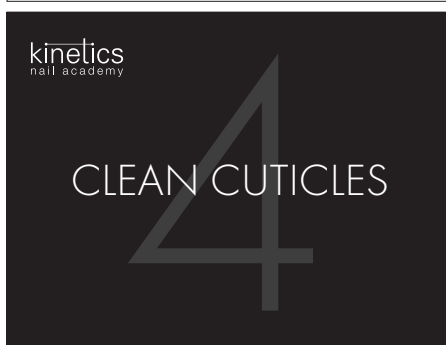
Use a White Turtle (180/180) file to shape all 10 nails. Remember to file from both sides towards the center of the nail. Because the nail plate is composed of keratin cells arranged like fish skin, sporadic filing (forth & back) can break the nail plate open and facilitate peeling and splitting.



FILE OPTIONS

Kinetics offers 2 nail files to shape the nail with:

- WHITE TURTLE file has 2 equal sides with 180 grit. It is suitable for natural nails and has a strong plastic base for easy usage. It is sanitizable.
- ZIGGY ZEBRA has a different grit on each side: 180 and 120. The 180 side is suitable for natural nails. The 120 side is better for pedicures (thicker nails).



- CLEAN METICULOUSLY
- REMOVE ALL RESIDUES
- PRONE TO LIFTING

STEP 4: CLEAN CUTICLES

We already know how important it is to remove any residue from the nail plate. The cuticle area is particularly sensitive to gel polish lifting; therefore, nail technicians should pay extra care to meticulously clean the cuticle area.



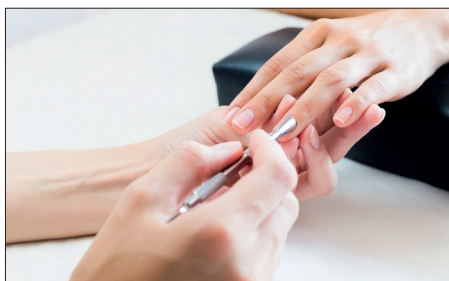
KINETICS CUTICLE OFF

Start by applying Cuticle Off remover on one hand only. Cuticle Off contains a high concentration of **potassium hydroxide** which efficiently softens and dissolves any non-living tissue. Apply it on the cuticle of all 5 nails on one hand only.

- Cuticle Off has a fast-action formula;
- Quickly removes dead skin in the cuticle area;
- It contains Aloe Vera extract for instant moisturizing and soothing.

Product use:

- Apply Cuticle Off on the cuticle area on 1 hand.
- Leave for 10 - 15 seconds.
- Proceed with next step.



PUSHING BACK CUTICLE

Use Straight or Edge Pusher to immediately push back cuticles. Work carefully, as damaging the nail matrix can cause further damage to the nail, such as nail ridges, uneven shapes, etc.



RINSE OFF

Rinse off the product quickly in the manicure bowl (5 sec.). Any residue of potassium hydroxide, which is the active ingredient in Cuticle Off, may cause yellowing of the nail plate. To avoid this, ensure the product is completely washed off from the nail plate.

Rinse off with water to avoid nail staining and skin irritation.

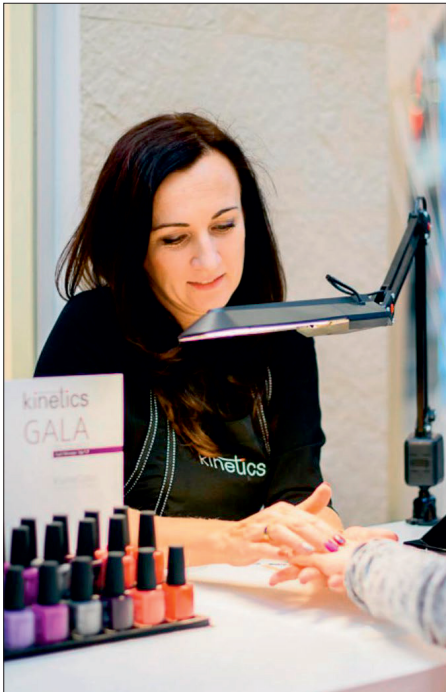


YELLOWING BY CUTICLE OFF

Sometimes nail technicians mistake yellowing caused by improper use of cuticle remover as a result of polish staining. There is a way to distinguish between the two. If the yellowing occurs in the middle of the nail plate towards the cuticle area, there is a good chance that this is a failure to properly wash off Cuticle Off.

Another reason to rinse the Cuticle Off after application is that overexposure of potassium hydroxide can cause skin irritation. If irritation occurs, wash with running water for 15 minutes.

In all cases, avoid contact with eyes, as potassium hydroxide can cause blindness. In case of contact with eyes, wash immediately under running water for 15 minutes and consult a doctor.



REPEAT WITH OTHER HAND

- Now repeat the same steps to the other hand (apply Cuticle Off, push back cuticle, soak).
- Next, pat dry both hands with a clean towel.
- Remove any non-living tissue from the nail plate using the Edge Pusher or Straight Pusher.
- If needed, cut any hangnails and other non-living tissue with cuticle nippers.

As we remember, this is a very important step to ensure good wear time. Any residue left at the cuticle area can cause lifting of the nail polish. Carry out this with the utmost care and make sure not even the tiniest bit of residue is left behind.



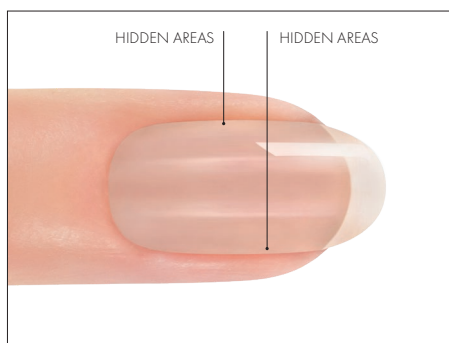
STEP 5: BUFF THE SURFACE

Use the Funny Penguin (240/240) sponge file to remove shine on all 10 nails. Remember to buff towards the growth direction of the nail, not against it. Keratin cells grow towards the free edge of the nail, and buffing in the counter direction can break cells open and cause peeling. The Funny Penguin sponge file has a 240/240-grit smooth sponge on both sides and is washable.

PERFECT SURFACE 3 MAIN MISTAKES

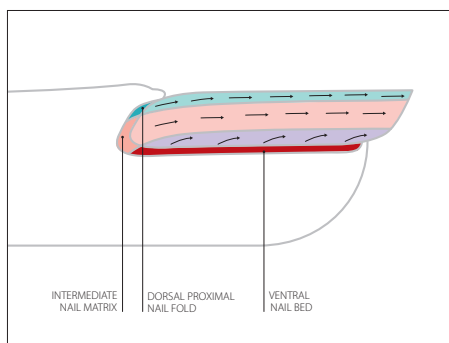
PAY ATTENTION WHILE BUFFING

There are 3 things you should pay special attention to if you want your surface to be perfect.



- **BUFF HIDDEN AREAS!**

Make sure the entire nail surface is buffed. Often nail technicians fail to buff hidden areas of the nail plate, such as the areas under the lateral nail fold. Use your thumb and index finger to pull back the lateral nail fold and work with the rounded end of the sponge file to ensure all hidden areas are covered. Failure of this step may cause polish lifting from the sides.



- **DO NOT OVERFILE!**

Do not overfile. Remember – the nail plate is composed of 3 types of keratin. The hardest keratin is on the top of the nail and softer layers are in the middle. The more you file, the more you remove the hardest layer, which is the best for good adhesion. If you remove too much of this layer, the softer layer will have less adhesion. Therefore, the nail polish will chip faster.



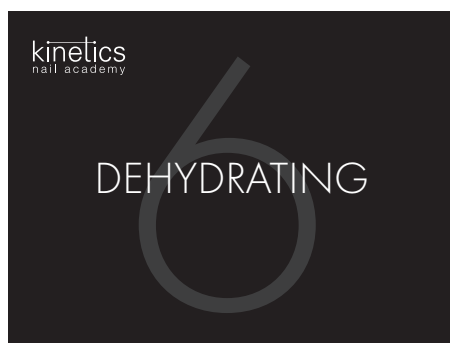
- **USE A FRESH FILE!**

Make sure you always use a fresh sponge file. Check your file and change it immediately as surfaces become dull. Working with a dull file will not remove oily residue, and the wear time will be compromised – the polish will chip faster.



REMOVE DUST

Once finished, use the hard-bristle dust brush to remove dust from the nail surface. In no case should you touch the nail surface with your own fingers, as they are oily and will leave residue on the nail surface.



- Professional dehydrator
- Removes moisture and oils
- Prevents lifting, improves adhesion

STEP 6: DEHYDRATING

This is the final step before Shield application. This step dehydrates the nail of moisture from water and oil on the nail plate. After this step, the nail is ready for Shield base application. Failure to complete this step can result in shorter wear time of the Shield system. The Kinetics Dehydrator is a professional-grade product which safely removes any remaining oils and moisture from the nail. Work with the brush and apply a sufficient amount on the entire plate of the nail surface. Let dry.



HIDDEN AREAS

Make sure to apply dehydrator to the entire nail surface. It is a common mistake to fail in dehydrating hidden areas of the nail plate, which are covered by the lateral nail fold. Use your thumb and index finger to pull back the lateral nail fold and work with the brush until the entire nail surface is dehydrated.



TOUCHING THE NAIL

In another common mistake, nail technicians touch the cleansed nail surface with their fingers, either by accident or to remove tiny dust particles. Since our fingers are oily and moist, they will leave oil and moisture on the natural nail plate, and the wear time of the SolarGel system will be compromised.



BLOWING ON THE NAIL

For the same reason, avoid blowing on the nail to remove the dust or any particles. While blowing, we cover the nail with moisture, which works against adhesion.



REPEAT DEHYDRATION

If, for any reason, you need to dehydrate the nail again, just repeat the step. It is completely normal to repeat dehydration.



10 MINUTES

It is important you start gel polish application no later than 10 minutes after the nail dehydration. After 10 minutes, the nail will restore its natural moist and oily surface. If, for some reason, such as a phone call, the customer did not start application right after dehydrating, you must repeat this step again to provide proper wear time.

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nail academy

7 SHIELD BASE COAT APPLICATION



STRONG
BASE COAT

NUDE
BASE COAT

LIGHT
BASE COAT

STEP 7: CHOOSE THE RIGHT BASE FOR CLIENT

Kinetics offers three base coats for different customers. Choose the right base coat according to nail condition and customer preferences. Use Strong Base on clients with thin, oily, soft, peeling nails and clients with short wear time. Use Nude Base for clients who want French manicure or natural look. Fills ridges and other nail imperfections and creates a smooth surface. Ideal base for clients with discoloration. Use Light Base on clients with a healthy and good nail condition, especially if the customer wants easy removal.

KINETICS SHIELD BASE COATS

Kinetics has three **main** base coats and two **additional**.

	MAIN			ADDITIONAL	
	STRONG BASE	NUDE BASE	LIGHT BASE	REGULAR BASE	QUICK BASE
Adds wear time and adhesion	●				●
For natural nail extension up to 2mm		●		●	
For natural, strong & healthy nails		●	●		
For nail imperfections (ridges, uneven shape, etc.)	●	●			
For oily nail plates	●				●
For fast removal time			●		
For fast french manicures		●			



SHIELD STRONG BASE

If the client has thin, oily, soft or peeling nails, use Strong Base. Such nails typically have shorter wear times. Because Strong Base has increased adhesion, it will help customers with such nails have a longer wear time. Use Strong Base also to correct nail imperfections, such as ridged nails, spoon nails or nails with other surface imperfections.



STRONG BASE IN THIN LAYER

For nails with a smooth, normal surface, apply Strong Base in a thin layer, starting at the cuticle and working towards the free edge of the nail. Make sure you cover the entire nail plate including the side areas, but do not touch the skin. Cap the tip of the nail.

Work on all 5 fingers at a time and cure in an LED lamp for 30 seconds. Repeat the same on the other hand. Do not remove the sticky layer; it is completely normal.



30 SEC

LAMP

Cure in the LED lamp for 30 seconds and continue on the other hand. Surface will stay sticky; this is completely normal.

Do not remove it and do not touch it. (If using a UV lamp, cure for 120 seconds.)



STRONG BASE IN **THICK** APPLICATION

To fix nail imperfections, such as ridged nails or spoon nails, work in two steps:

1. BUILDER LAYER

Start by placing a drop of Strong Base in the middle of the nail towards the cuticle area. Work with the brush towards the free edge of the nail to build the shape desired. Cap the tip of the nail.

Work on all 5 fingers at a time and cure in an LED lamp for 30 seconds. Repeat the same on the other hand.



2. FINISH LAYER

Apply a second layer to finish the nail shape and create a perfectly smooth surface. Optionally, add small drops of the product where needed to level out the surface. Once finished, cure in the LED lamp for 30 seconds (120 seconds in a UV lamp). Cap the tip of the nail.



SHIELD NUDE BASE

- **FRENCH 2 in 1.** Use as a base coat and color 2 in one for faster french manicures. Saves up to 20 minutes of application time;
- **NATURAL LOOK.** Use to create natural looking nails. Works as a ridge filler to fix nail imperfections and create smooth surface. Works as a concealer to fix discoloration and return healthy color;
- **LIGHT COLORS.** Use as a base coat for light and complicated colors in sheer and pink shades to improve coverage and for streak-free application. Requires one layer less in color application.



NUDE BASE - THICK LAYER

- Apply in thick layer for ridged or problem nails to create perfect smooth nail surface;
- Apply in thick layer if you want to conceal natural nail discolorations or imperfections;
- Apply in thick layer as a base coat for light colors to create more intense base shade.



NUDE BASE - THIN LAYER

- Apply in thin layer for normal nail plates because smooth and healthy nails do not require additional thickness ;
- Apply in 1 or 2 thin layers, depending on what color intensity you want to achieve;
- Apply in one thin layer to create very natural looking nails or apply in two layers to add more shade to the nail.



SHIELD LIGHT BASE

Light base is a quick-removal base for healthy and strong natural nails. The wear time of this base is about 14 days; however, it depends on the customer's nail condition and lifestyle.

Removal time is about 7 minutes, but it also depends on the client's nail condition.

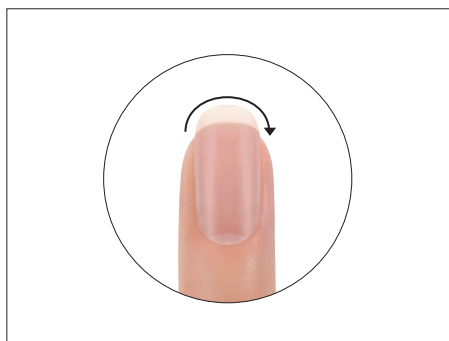


LIGHT BASE APPLICATION

Apply base in a thin layer, similar to the nail polish. Work on all 5 nails at a time.

CUTICLE

Work carefully at the cuticle area and avoid base getting on the cuticle. Product applied on the cuticle or nail fold will cause lifting.



CAP THE TIP

Cap the tip of the nail. As nail is composed of multiple layers of keratin cells, and the free edge of the nail is the most prone to peeling. Capping it will eliminate potential peeling and increase wear time. Cure in the LED lamp for 30 seconds and continue on the other hand.



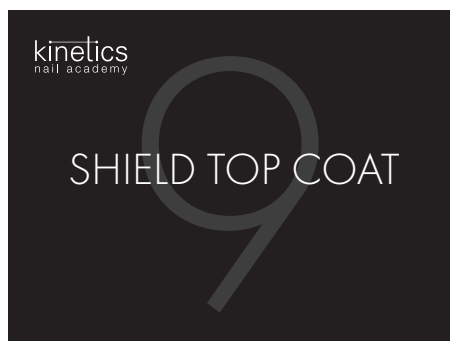
STEP 8: SHIELD COLOR APPLICATION

Start by taking the proper amount of Shield on the brush and apply it in a thin coat to each nail. Put a small drop in the middle and work down with one stroke to the edge of the nail. Cap the tip of the nail. Work on all 5 fingers at a time and cure in an LED lamp for 30 seconds. Repeat the same on the other hand.



SECOND COAT

Shield Color is strongly pigmented and generally has a good coverage in one layer. If needed, apply a second coat in the same way as you applied the first one and cap the tip. Cure in the lamp.



STEP 9: SHIELD TOP COAT

This product ensures perfect shine and protection. Apply one coat to each nail, making sure you completely cover the entire surface of the nail plate. Again, work carefully at the cuticle area and avoid getting the product on the cuticle or proximal nail fold. Such failure will result in product lifting. Same as with the other layers, cap the tip from the front to extend wear time and eliminate peeling.

Cure in the LED lamp for 30 seconds and continue on the other hand (120 seconds for UV lamps). Surface will stay sticky; this is completely normal. Do not remove it and do not touch it.

As we remember from the glass and plastic bottle example, a hard surface is always shinier. Therefore it is recommended to cure the Shield Glossy Top for 60 seconds under a LED lamp in order to make sure the gel is as hard as can be and ultra shiny.

- Clean bulbs
- Change uv bulbs
- Cure longer

NOT SHINY?

If the product does not come out shiny, most often it is under cured. First, check whether the bulbs are clean. If they are not, use cleanser to clean them. Second, if using UV lamps, make sure the bulbs are fresh. UV bulbs need to be changed every 6 months. Change them if needed. Third, if using an LED lamp, there might not be enough power and the gel simply did not cure. While the best solution is using a Kinetics lamp, which will give you guaranteed results, you can always try adding cure time and cure for another 30 or 60 seconds to see if that helps.



- Uv & led
- Sensor-activated
- Low-heat mode
- Removable cover

KINETICS 2-IN-1 UV/LED LAMP

This lamp is a universal UV & LED lamp that cures gel extensions and gel polish. It has a sensor-activated timer – to set it up press the chosen time setting and hold for 2 seconds. For low-heat mode, use the button the 'low heat mode' button. The removable cover makes it easy for pedicures.



- Tacky layer
- Dispersion layer
- Sticky layer
- Sticky residue



- Isopropyl alcohol + Ethyl acetate
- High shine
- Soak the pad and cleanse

STEP 10: CLEANSING

After curing the top coat, the surface is sticky. This layer is called various names in different countries – tacky layer, dispersion layer, or sticky layer. It is the uncured layer of gel polish which needs to be wiped away using a cotton pad and special liquid called cleanser.

DI-TAC CLEANSER

Di-Tac Cleanser is a solution of Isopropyl Alcohol and Ethyl Acetate in the right proportion. The use of proper solvents and its proportion is important to ensure the best possible gloss of the top coat.

Soak a cotton pad in Di-Tac Cleanser and wipe the nail surface from the cuticle towards the free edge to remove the sticky layer, leaving the nail shiny and dry. Repeat on all 10 nails.



STEP 10: MOISTURIZING WITH CUTICLE OIL

- Use the Kinetics Cuticle Oil of your choice.
- Apply a small drop above the proximal nail fold.
- Massage the oil gently into the skin around the nail using circular motions.
- Moisturizing is an important part of keeping skin and nails healthy. Even though you do not apply cuticle oil directly on the nail plate, you still apply it over the matrix area, so the oil will penetrate the matrix, therefore improving the condition and nail growth.
- Massage will stimulate blood circulation, which will bring more nutrients to the matrix and facilitate nail growth.
- Recommend daily use of cuticle oil to your customer – this is the easiest yet most efficient way to keep your nails and skin around the nail healthy.





MOISTURIZING WITH HAND LOTION

Apply a small amount of Kinetics Hand & Body Lotion to the skin, and lightly massage it using circular motions. The skin, like the nails, is best protected by regular moisturizing. Kinetics Hand & Body Lotion contains shea butter, which is known as an efficient moisturizer. The formula has a light and airy texture and does not leave a greasy feeling.

STEP BY STEP

SHIELD GEL NAIL POLISH SYSTEM | APPLICATION AND REMOVAL

	<div data-bbox="577 606 736 771">1</div> <h3>SANITIZE</h3> <p>Have client wash their hands with soap and water. Sanitize both your client's and your own hands with an antiseptic solution compliant with your local regulations.</p>
	<div data-bbox="577 1006 736 1171">2</div> <h3>REMOVAL</h3> <ol style="list-style-type: none"> 1. File the surface of the nail with the White Turtle 180/180 file to remove all the shine. 2. Soak cotton pad with the Red Lizard Gel Polish Remover and place on nail plate. 3. Wrap the nail and soaked cotton pad with aluminum foil. Repeat on all 10 nails. 4. Soak between 7 and 20 minutes depending on base coat you are using. 5. Remove foils one by one and gently cleanse nail of any gel polish residue with a stainless steel Pusher or orange stick.
	<div data-bbox="577 1342 736 1507">3</div> <h3>SHAPE THE NAIL</h3> <p>Using a White Turtle 180/180 file, shape all 10 nails.</p>
	<div data-bbox="577 1712 736 1876">4</div> <h3>CLEAN CUTICLES</h3> <ol style="list-style-type: none"> 1. Apply Cuticle Off to cuticle area of one hand only. 2. Immediately push back cuticles with the Straight or Edge Pusher. 3. Then quick soak this hand in warm water for 5 sec. <p>Repeat these 3 steps to the other hand. Pat dry both hands with clean towel. Remove any non-living tissue from the nail plate with a stainless steel Pusher. Cut any hangnails and other non-living tissue.</p>



5

BUFF THE SURFACE

Lightly buff the nail surface to remove shine of all 10 fingers with the Funny Penguin 240/240 sponge file. Remove dust from all fingers with a dust brush.



6

DEHYDRATE

Apply Dehydrator to 10 fingers to make sure the nail plate is dry and free of moisture and oils.



7

SHIELD BASE COAT APPLICATION

Use base coat of your choice, and apply to 4 or 5 fingers depending on the type of lamp you have. Seal the tips of nails. Immediately put the hand in lamp to cure for the time required. Apply second layer if using Strong base to fix nail imperfections. Repeat on other hand.



8

SHIELD GEL COLOR APPLICATION

Apply one thin coat to 4 or 5 fingers depending on the type of lamp you have. Seal the tips of nails. Immediately put the hand in the lamp to cure for the time required. Repeat on other hand. Apply a second thin coat, using the same technique as the first coat.



9

SHIELD GLOSSY TOP COAT APPLICATION

Apply one thin coat to 4 or 5 fingers depending on the type of lamp you have. Seal the tips of nails. Immediately put the hand in the lamp to cure for the time required.



10

CLEANSING

Once nails are removed from the lamp, use a cotton pad soaked with Di-Tac Cleanser to remove sticky residue from all 5 nails. Repeat step 9 and step 10 on the other hand.



11

MOISTURIZE CUTICLES & SKIN

Carefully apply aromatic cuticle oil to skin area above the cuticle. Gently massage the oil in the skin around the nail in circular motions. Apply one pump of Hand & Body Lotion and massage into the skin to moisturize it.

TROUBLESHOOTING

PROBLEM	REASON	SOLUTION
HEAT SENSATION ON NAIL PLATE	• Overfiled nails	• Retract the hand from the lamp for a few seconds
	• Hypersensitive nails	• Apply thinner layers of gel polish
	• Gel application too thick	• Apply thinner layer of gel polish
STICKYNESS	• Did not remove the sticky residue with proper remover	• Always remove the residue with Di-Tac cleanser • Cleanse bulbs of any gel residue
IMPERFECT SHINE (MATTENESS)	• Insufficient curing power lamp	• Change UV bulbs
	• Shield Glossy Top applied too thick	• Apply one thin layer of Shield Glossy Top
	• Top coat applied too thick	• Apply thin coat of top coat
	• Incorrect solvent used to remove the stickiness	• Use Di-Tac to remove sticky residue
	• Removing the sticky layer too quickly	• Wait 1 minute before removing the sticky residue
	• Too much rubbing to remove sticky layer	• Gently wipe off the residue
	• Lamp power is not sufficient	• Cure longer time and change the lamp at first chance
STAINING	• Condition of nail plate	• Use any treatment as a base coat, e.g. Gold Hardener
	• Overfiled nails	• Use any treatment as a base coat, e.g. Gold Hardener
	• Using a slow-action remover	• Use Red Lizard soaked cotton pad and foil to remove
YELLOWING	• Cuticle remover not rinsed off	• Rinse Cuticle Remover off with water and a Gentle Soak soap
LIFTING FROM FREE EDGE	• Weak nails	• Use Strong Base or Quick Base as a tip primer
	• Peeling nails	• Use Strong base or Strong base Quick base as a tip primer
	• Long soaking in water	• Short soaking time before gel application
	• Thick application of gel polish color	• Thin coat application of gel polish color
	• Not capping or sealing the free edge with gel	• Cap or seal free edge
	• Top coat not applied	• Apply proper top coat
	• Wrong filing technique	• Use the Funny Penguin 240/240 sponge file to complete free edge filing. Make sure to use a fresh file!
LIFTING FROM THE CUTICLE AREA	• Improper nail plate preparation	• Clean nail plate of all non-living tissue
	• Residue left on nail	• Clean nail plate of all residue using Dehydrator
	• Use of oil-based remover	• Avoid oil-based removers, use Dehydrator to remove oils and moisture
	• Long soaking in water	• Short soaking time before polish application
	• Product applied on skin and cuticle	• Carefully apply gel to nail plate only, leaving a tiny space around the cuticle

PROBLEM	REASON	SOLUTION
LIFTING OR PEELING OFF WHOLE NAIL	<ul style="list-style-type: none"> Naturally oily nail Improper nail plate preparation Long soaking in water Thick application of gel 	<ul style="list-style-type: none"> Apply Dehydrator before gel polish application Clean nail plate of all non-living tissue Short soaking time before polish application Thin coat application
BUBBLING	<ul style="list-style-type: none"> Bottle shaking Frequent in and out of bottle brush movement Thick application of color or top coat 	<ul style="list-style-type: none"> Never shake bottle Restrict the movement Apply thin coats
SHRINKAGE	<ul style="list-style-type: none"> Oily nail plate Climate or very hot temperature 	<ul style="list-style-type: none"> Wipe all nails thoroughly with Red Lizard remover prior to applying Dehydrator Do one nail at a time and flash cure every nail for 10 seconds. Use Light Base as an alternative – it does not shrink off.
LONG REMOVAL TIME	<ul style="list-style-type: none"> Top coat not filed off prior to wrapping Cold hands or temperature Improper remover Foil not installed properly 	<ul style="list-style-type: none"> File of top coat with a 180-grit file Use a plastic bag or hot towel over the foil-wrapped nails Use the Red Lizard gel remover with pads and foil to wrap nails Make sure the foil is tight on the nail

SERVICE COST

SHIELD GEL MANICURE

DESCRIPTION	QTY	AVR SALON PRICE EUR	COST PER SERVICE EUR
Red Lizard Remover 1.000 ml	40	10,00	0,250
Cuticle Off 15 ml	60	4,50	0,075
Dehydrator 29 ml	375	9,50	0,025
Shield Strong Base 11 ml (1 thin coat)	90	18,00	0,277
Shield Light Base 11 ml	65	18,00	0,200
Shield Color 11 ml	25	16,00	0,640
Shield Glossy Top 11 ml	35	18,00	0,515
Di Tac Cleanser 225 ml	75	15,00	0,200
Cuticle Oil 75 ml	400	9,00	0,023
Hand & Body Lotion 250 ml (1 pump)	120	6,50	0,055

Total with Strong Base EUR: 1.98

Total with Light Base EUR: 2.06

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