



COLORS of the Rainbow

By Liz Barrett

Give your clients more than off-the-rack color choices.

In recent years, the notion of customization has exploded as savvy consumers continue their quest to stand out from the crowd. Shoes, jeans, fragrances, makeup and jewelry in custom fits, colors and mixes are luring shoppers to spend a little extra cash on something that's all their own.

So where do you fit into all of this? You too can carve out your own little niche. With a little creativity and some help from nailcare manufacturers, you will begin to see how customizing the look of your clients' nails to suit their complexions and personalities will bring you closer to finding a pot of gold at the end of the rainbow.