



GELeration®

CATALOG 2014



Enjoy lasting Colour for 3 to 4 weeks!

In your jam-packed, 24/7 world, who has a moment to worry about chips or smudges? **GELeration®** stays on from home to work to workout and allows your nails to grow naturally. Fabulous!

GELeration soak-off gel polish is available in 150 colours and counting – from the classics to bright and bold, edgy or sultry, to shimmer or sheer.





Dear Friends,

Welcome to a new GELeration® of natural nail care! Much of my professional life has been dedicated solely to the care and cultivation of natural nails—that is, until I recognized the need for a new service that caters to the busy lifestyle and jam-packed schedules of today's active women.

As a professional woman, I know how difficult it can be to find the time for the "*finishing touches*." You can now help clients pamper and polish themselves—and gain precious moments back in their day with GELeration; the fastest-curing soak-off gel system on the market today.

GELeration takes a unique approach to natural nail care that embraces JESSICA's philosophy of care and protection for the natural nail and high-quality standards. GELeration offers fantastic colour that dries in seconds, lasts 21+ days without smudging, chipping or peeling, and leaves absolutely no damage to the natural nail. GELeration is easily applied and quickly removed—giving active women of today the freedom to look their best, without skipping a beat.

The beauty of GELeration is that if you know how to perform a manicure, you can easily follow the simple application and removal process of GELeration. It also allows for an easy transition between gel and natural nail manicures, enabling your client to grow her own healthy, natural nails. And, GELeration gives you the opportunity to attract new or old clients who strayed from their regular weekly manicures and pedicures.

With the aid of our GELeration promotional and press tools, you can enjoy the rewards of higher profits and an increased client base from your first week of offering the service.

Thank you for your continued support and welcome to the next GELeration.

Warm Regards,

A handwritten signature in cursive script, reading "Jessica".



Essentials

Item #: GK-100



Kit Includes:

PREP - Nail Primer

15 mL / .5 fl oz

START - Soak-Off Base

15 mL / .5 fl oz

BUILD - Soak-Off Clear Gel

14.2 gr / .5 fl oz

FINISH - Soak-Off Sealer

15 mL / .5 fl oz

CLARIFY - Nail Cleanser

120 mL / 4 fl oz

ERASE - Soak-Off Remover

120 mL / 4 fl oz

PREPPING FILE

100/180 grit

GENTLE FOAM BUFFER

100/180 grit

SOFT BUFFER FILE

240/400 grit

The Essentials™ Kit features the key products used to perform a **GELeration** service. Self-leveling formulas bond to the natural nail, while maintaining the *ultimate flexibility*.

Easy to apply, and simple to remove, **GELeration** manicures *won't chip, peel, or dull over time*, delivering *three-to-four weeks of rich, dependable colour!*

The Benefits:

- **JESSICA approved**—*philosophy & technology*
- **Protects & promotes natural nail growth**
- **Transition with ease**—*from gel to natural nails*
- **Quick application & removal**

essentials

D.I.Y.

DO IT YOURSELF HOME GEL SYSTEM

JESSICA's—Do It Yourself home gel manicure kit delivers incredible results with *expert salon technology*. Featuring the highest quality products in the professional industry, **GELeration's** easy application, provides a *flawless gel manicure for 21+ days*.

Personalize your manicure—simply purchase the **D.I.Y Kit** and your favorite **GELeration®** Polish in *your choice of over 100 colours!*



The Benefits:

- Instant dry time—*only 10, 20, 30 seconds*
- Promotes natural nail growth
- Flawless colour—*no chips or smudges*
- High-gloss shine



D. I .Y Kit

Item #: GK 200

Kit Includes:

PREP - Nail Primer
15 mL / .5 fl oz

START - Soak-Off Base
15 mL / .5 fl oz

FINISH - Soak-Off Sealer
15 mL / .5 fl oz

CLARIFY - Nail Cleanser
120 mL / 4 fl oz

ERASE - Soak-Off Remover
120 mL / 4 fl oz

**PROTOUCH - Lint-Free
Nail Wipes**
50 Lint-Free Nail Wipes



system kits

system products

GELeration—a synergistic line of products developed to deliver optimal manicures and pedicures that last!

The GELeration System meets JESSICA'S high-quality standards; we are confident that you will love their ease of application and removal.



Prep Nail Primer

Item #: GE-400 – 15 mL / .5 fl oz

PREP prepares the nail plate for the application of the GELeration Soak-Off Gel System by removing excess moisture and balancing the PH level.

Clarify Nail Cleanser

Item #: GE-504 – 120 mL / 4 fl oz

Item #: GE-516 – 480 mL / 16 fl oz

CLARIFY multi-purpose cleanser was developed specially for GELeration. This oil-free formula can be used to cleanse the natural nail or to remove any sticky residue.



Start Soak-Off Base

Item #: GE-100 – 15 mL / .5 fl oz

START Soak-Off Base creates optimum adhesion and gives nails a natural look with a thin durable coating that allows nails to maintain flexibility.

PRODUCT	PRO LED 30	UV LIGHT
START	10 SECONDS	1 MINUTE
BUILD	30 SECONDS	2 MINUTES
POLISH	20-30 SECONDS	2 MINUTES
FINISH	20-30 SECONDS	2 MINUTES

CURE TIMES



Build Soak-Off Clear Gel

Item #: GE-300 – 14.2 gr / .5 fl oz

BUILD Soak-Off Clear Gel has a higher viscosity for maximum strength and flexibility. Use to enhance the length and shape of the nail or for general nail repairs while maintaining a natural looking nail.



Finish Soak-Off Sealer

Item #: GE-200 – 15 mL / .5 fl oz

FINISH seals GELeration Soak-Off Gel Polish to a smooth finish; leaving a high-gloss shine that will not dull over time and protects colour from chipping or peeling.



Erase Soak-Off Remover

Item #: GE-602 – 60 mL / 2 fl oz

Item #: GE-604 – 120 mL / 4 fl oz

Item #: GE-616 – 480 mL / 16 fl oz

Erase breaks down the bond and safely releases GELeration Soak-Off Gel products from the natural nail in just minutes. This conditioning formula protects the natural nail and surrounding skin from excessive dryness; *leaving absolutely no damage to the nail.*

system

setting the NEW STANDARD IN EFFICIENCY

PRO LED 30 Lamp

Item #: GA-600

Setting the new standard in efficiency—the revolutionary PRO LED 30 Lamp was developed utilizing the latest technology. Time-saving, and energy-efficient, this eco-friendly LED lamp does not produce high heat, so you and your clients are completely safe.

The PRO LED 30 Lamp is specially designed to cure the GELeration Soak-Off Gel System, reducing curing time to just *10-30 seconds* (curing in about a quarter of the time, compared to traditional UV technology).

With its compact size, stylish exterior, and unique duo-capability of curing manicures and pedicures, the PRO LED 30 Lamp meets all the needs of a Nail Technician.



THE BENEFITS:

- **RAPID CURING**—only 10, 20, 30 seconds!
- **COMPACT SIZE** fits perfectly on any manicure table
- **NEVER** change the bulbs
- **EASY** to use
- **REMOVEABLE** sanitation plate

Gentle Foam Buffer 100/180

Item #: GA-201-6



Prepares the nail for soak-off gel application by removing shine.

Prepping File 100/180

Item #: GA-200-12



For filing and shaping the nail.

Soft Buffer File 240/400

Item #: GA-300-12



Used after the removal of soak-off gels to give nails a natural shine.



ProBuilder 9 Brush Item #: GA-100

Handcrafted brush made with the finest Kolinsky hair for the perfect application of all types of enhancement procedures.

Pro Touch Lint-Free Nail Wipes Item #: GA-502

Lint-free, all purpose nail wipe used to remove nail polish, gel residue, and more; box of 375 wipes.



Glass Pump Dispenser Item #: JE-870

Multi-purpose glass fingertip dispenser for polish remover, sanitizer, and more. 4 fl oz

Dotting Tool Item #: GA-150



Create gorgeous, detailed designs on nails with precision; from flowers to swirls or zigzag patterns.



Adhesive Nail Bond Item #: GA -500 – 2 gr / .7 fl oz

The ultimate nail adhesive for natural nail repairs, artificial nail and tip applications.

Nail Palette Tips Item #: JE-800

48 Clear—"Paint it Yourself" nail tips (on a chain attachment) for displaying JESSICA and GELeration colour collections.



**Nail palette tips do not come pre-painted.*

Nail Forms Item #: GA-402

Designed to fit all nail types and provide consistent c-curves with imprinted guidelines for length and shape.



Cuticle Guard Item #: GA-350



This cuticle guard features a curved edge that conforms to the natural nail to minimize discomfort.

Orangewood Sticks

Item #: TP-110 - 1

1 Pack - 12 pcs

Item #: TP-110 - 2

12 Dozen - Bulk

Extra fine, easy to use.



Sanitizing Tray Item #: JE-810

A sterilizing box that submerges implements completely; making disinfecting quick and easy.





Sanitizer Spray

For Hands, Feet & Skin

Item #: UP-119 – 251 mL / 8.5 fl oz
Item #: UP-125 – 1006 mL / 34 fl oz

A refreshing, concentrated hand and foot sanitizer that cleanses and helps prevent the spreading of bacteria and germs.



Hydracreme

Sheer Moisture for Hands

Item #: UP-226 – 59 mL / 2 fl oz
Item #: UP-225 – 236 mL / 8 fl oz
Item #: UP-228 – 947 mL / 32 fl oz

This unique lightweight, oil-free moisturizer instantly absorbs into the skin, leaving moisture levels restored.



Hand & Body Moisturizing Emulsion

For Hands, Feet & Skin

Item #: UP-919 – 35.5 mL / 1.2 fl oz
Item #: UP-920 – 251 mL / 8.5 fl oz
Item #: UP-921 – 458 mL / 15.5 fl oz
Item #: UP-923 – 947 mL / 32 fl oz

An extra-rich moisturizing formula that conditions skin and adds softness. When used regularly, Emulsion helps prevent premature aging of the skin and loss of elasticity caused by dryness.

products

Nourish

Therapeutic Cuticle Formula

Item #: UP-903 – 14.2 g / .5 fl oz

Item #: UP-902 – 28 g / 1 fl oz

Item #: UP-904 – 113 g / 4 fl oz

An all-time classic cuticle therapy, this pure blend of antioxidant vitamins and healing agents provides instant hydration and continuous moisture to nourish and soothe cuticles and nails. Stimulates circulation and nail growth.



Phenomen Oil

Intensive Moisturizer

Item #: UPT-160-1/4 – (3-pk) 7.4 mL / .25 fl oz

Item #: UPT-160 – 14.8 mL / .5 fl oz

Item #: UPT-137 – 60 mL / 2 fl oz

Stimulates like a massage, intensively conditions and softens cuticles as it promotes growth and strength of the nail. Heals and rehydrates with natural jojoba, almond and rice oils.

Body Treats

Hand & Body Lotion

Infused with sumptuous moisture and a harmonious balance of fragrances to awaken your senses. Body Treats hydrate and nourish the skin. Hyaluronic Acid, commonly known as the "fountain of youth," conditioning botanicals and fruit extracts leave skin soft and supple.



AVAILABLE IN 8 TANTALIZING SCENTS:

8 oz	32 oz	SCENT
BT-831	BT-839	Treasure-JESSICA'S Signature Scent!
BT-832	BT-847	Cucumber-Lime
BT-833	BT-841	Lemongrass
BT-834	BT-845	Lavender-Jojoba
BT-835	BT-853	Blackcherry-Nutmeg
BT-836	BT-849	Wildflowers
BT-837	BT-851	Honey-Nectarine
BT-838	BT-843	Paradise



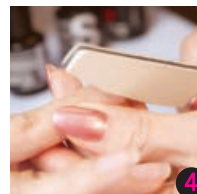
Sanitize hands and nails with **SANITIZER SPRAY**.



Gently push back cuticle and clean the surrounding nail plate using the **CUTICLE GUARD**.



Shape the natural nail using the **PREPPING FILE 100/180 grit**.



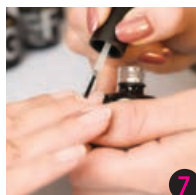
Gently remove shine using the 100 side of the **GENTLE FOAM BUFFER 100/180 grit**.



Remove dust and clean the nail using a **NAIL BRUSH**.



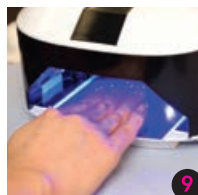
Wipe the nail clean with **CLARIFY** and a **PROTOUCH Lint-Free Wipe**.



Apply **PREP** to the nail plate.



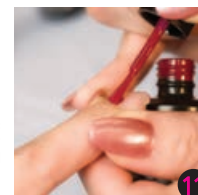
Apply a thin layer of **START**, sealing all free-edges of the nail.



Place hand in the **PRO LED 30 Lamp** for 10 seconds (1 minute for UV Lamps).



Remove excess liquid and shine by stroking the nail (from base to free-edge) with the **PROBUILDER 9 BRUSH**.



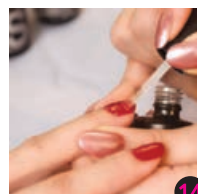
Next, apply **GELERATION POLISH** (of choice) in a thin layer from the cuticle to free-edge.



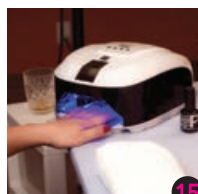
Place hand in the **PRO LED 30 Lamp** for 20-30 seconds (1-2 minutes in UV Lamps).



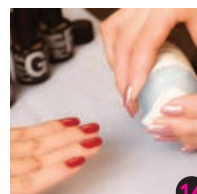
REPEAT STEPS 11-12—
COLOUR APPLICATION



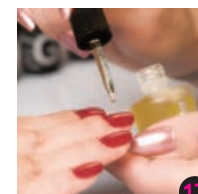
Apply **FINISH** from cuticle to free-edge in a thin, light layer.



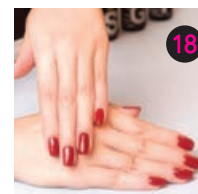
Place hand in the **PRO LED 30 Lamp** and cure for 30 seconds (1-2 minutes in UV Lamps).



Remove gel residue from the nail using **CLARIFY** and a **PROTOUCH Lint-Free Wipe**.



Apply **PHENOMEN OIL** to the cuticles and skin surrounding the nail plate.



Massage **HAND & BODY MOISTURIZING EMULSION** into hands to restore moisture.

application

GELeration Manicure Application

• PRO
tips

- IF NECESSARY CLEAN EXCESS FROM CUTICLE USING A JESSICA ORANGEWOOD STICK
 - BE SURE TO SEAL ALL EDGES OF THE NAIL DURING EVERY APPLICATION STEP
- CURE TIMES MAY VARY** depending on the **GELERATION POLISH** colour chosen! —**LIGHTER SHADES** tend to be more sensitive and will yellow if over-cured.
- FOR LIGHTER SHADES, WE RECOMMEND CURING IN 20 SECOND INTERVALS WHEN USING THE PRO LED 30 LAMP

Recommended JESSICA Products

Advise clients to practice these helpful aftercare methods to extend the life of their colour.

Following a GELeration® Manicure

- Phenomen Oil
- Nourish Therapeutic Cuticle Formula
- Hand & Body Moisturizing Emulsion, Hydracreme or Body Treats Lotion

Following a GELeration Pedicure

- **ZenSpa** Intense Heel Repair Creme
- **ZenSpa** Pampered Soufflé
- **ZenSpa** Refreshed Foot Spray

Remind Clients...

- Now's the perfect time to book a follow-up appointment
- Contact the salon if they have any questions
- Always return to the salon for maintenance and removal
- Never use nails as tools
- **DO NOT** peel or pick-off colour

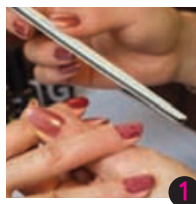
*Finally, suggest that your client consider purchasing the matching **JESSICA** Custom Nail Colour for home maintenance and pampering between appointments!*



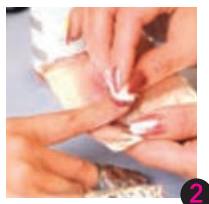
Model is wearing 983 Capri Sea

system removal

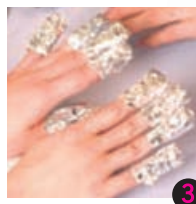
GElation Manicure Removal Instructions COTTON & FOIL METHOD



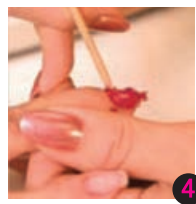
Use **PREPPING FILE** over the surface to break the seal.



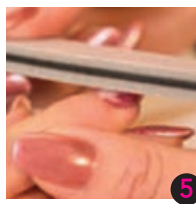
Place a cotton pad saturated in **ERASE** Soak-Off Remover over the nail.



Wrap nails in foil, and allow to process for 10 minutes. *Optional: Place hands in JESSICA Thermal Hand Mittens.*



Use a **Orangewood Stick** to gently remove the gel.



Using the **SOFT BUFFER FILE**, lightly buff surface of nail.



Apply **PHENOMEN OIL** to cuticles and surrounding skin (*do not use when re-applying Gel*).



GElation Manicure Removal

removal

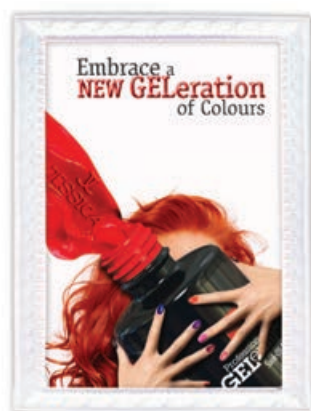
GEleration

Retail Support

We offer *posters, tent cards, window stickers, and other promotional tools* to help you market GEleration services to your clients.



GPM-003



GPM-013

GEleration SYSTEM POSTERS



GPM-014

GPM-004

TENT CARDS



GEleration Carousel

Item #: GEL-048

ITEM	QTY
GEleration - Soak-Off Gel Polish 15mL/.5 fl oz	48

GEleration Merchandiser

Counter Display

Item #: GEL-124

ITEM	QTY
CLARIFY - Nail Cleanser 120 mL / 4 fl oz	4
PREP - Nail Primer 15 mL / .5 fl oz	2
START - Soak-Off Base 15 mL / .5 fl oz	2
BUILD - Soak-Off Gel 15 gr / .5 fl oz	2
FINISH - Soak-Off Sealer 15 mL / .5 fl oz	2
ERASE - Soak-Off Remover 120 mL / 4 fl oz	4
GEleration - Soak-Off Gel Polish 15 mL / .5 fl oz	108
(3 each of 36 polish colours)	



system support



jessicacosmetics.com

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Made in USA 07.2014 EXPORT



Model is wearing—756 Blue Aria