

# Mix it up

Locked in a lab for the last 18 months, **MARTIN JOHN** emerges with a whole new take on gel polish...

**W**hen I began considering bringing a product to market I knew it had to have a point of difference; a USP. With a new gel polish range hitting the shelves every week I didn't want to be perceived as just another one.

Building on my wealth of knowledge and experience working with some of the biggest and best nail brands in the world, OPI and Bio Sculpture Gel to name a few, I wanted to encompass all the qualities I like about my favourite products, leaving behind all my pet hates. I wanted the system to be simple, easy to use yet able to deliver maximum results with minimum effort. And that's just what I've done. I wanted it to be versatile, work for the tech not against them, help them to improve their current nail system and enhance their current offerings.

And so the MegaMixNails system was born. MegaMixNails is a three-phase universal gel polish system including Amazin' Base (pure gel formula base coat), Amaze Glaze (pure gel formula ultimate high shine top coat) and the key product MegaMix, a pure gel formula, soak off polishable UV/LED clear gel; easily applied directly from the bottle.

So, with every other product line shouting about its new colour collections and house of 200 plus colours in the range, why would you need a clear gel polish? Well, as the name MegaMix suggests, it offers a totally versatile mixability. It can be mixed with, but is not limited to, glitter, hex, strands, mica, pigment, additives, eyeshadow, blusher, bronzer or anything that will add colour to it. It can be mixed with coloured acrylic powder to give an acrylic gel hybrid enabling the tech to create custom blended gel polish cover pinks, for example. However, where the magic occurs is when it's mixed with regular nail polish - as it then turns any regular nail polish into a UV/LED gel polish, affording the long wear, strength and durability of gel polish, yet in your favourite polish colour (which may not be available or released as a gel). It's so incredibly versatile that if you then want to add glitter to your mixed polish colour, it's possible as long as a minimum of

20% MegaMix is in the mix, as once it's thinly applied and cured the MegaMix provides a network (framework) of cured product over the nail surface just like any other gel polish.

As a simple system, the three components work in synergy to create an amazing natural nail overlay or if applied over a tip, a beautiful natural looking enhancement. However, broken down into individual elements, it comprises a great standalone base coat that will work brilliantly under any gel, adhering fantastically to the natural nail without causing damage and the amazing high shine top coat will give any gel system a mirror-like shine. The hero product is naturally the MegaMix, an unbelievable gel that can be mixed with anything (well almost anything) to create a custom nail gel, the likes of which the industry has never seen before.

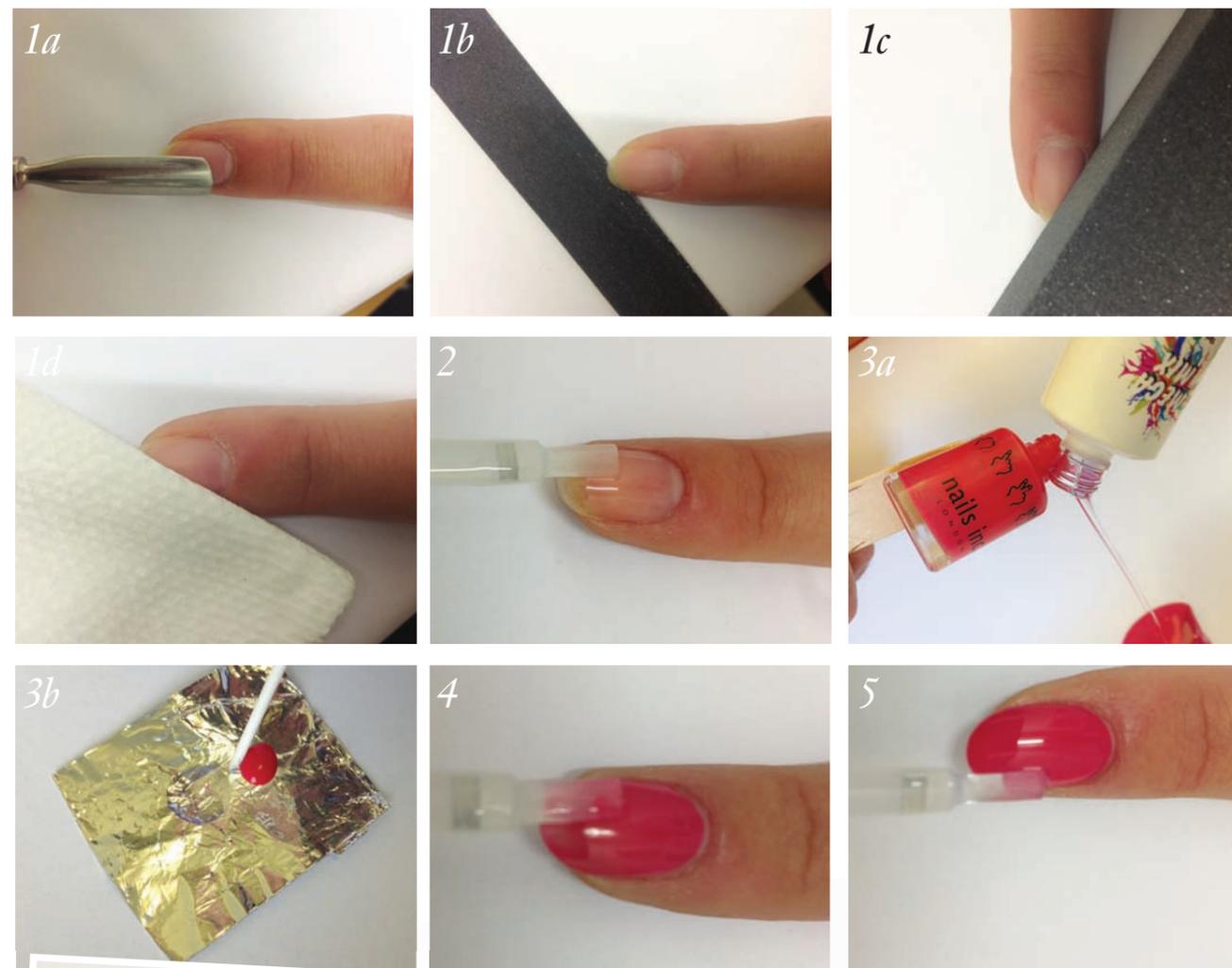
From a commercial perspective the ultimate attraction for me is the versatility of the system and the fact that from three simple bottles a tech can create a host of different nail services that can be simply incorporated into the everyday salon environment.

I've spent 18 months developing this product working closely with the manufacturer to get every single detail correct and to date I'm yet to come across a tech that doesn't absolutely love it and is not blown away by the concept. My test case salon, located in a local village to me, has doubled her turnover in nail services since incorporating my brand into her salon menu. Offering glitters mixed in every shade she's created, her clients, who were regular two-week appointments, are now going four and five weeks because their nails are wearing so well and they are only returning sooner because they fancy a change.

Like all nail techs I'm a perfectionist and I could not go to launch until I knew every aspect of the system was just right. Developing a new product and putting my stamp on it has had its moments, but it's also been extremely exhilarating and has been one of the most exciting chapters in my nail journey to date.

I'm already working on another product to add to the line, so watch this space it's a fabulous new one-step keratin-based nail repair and I just can't wait to share it with you all.

## Step-by-Step - Introducing MegaMix



- Step 1**  
Prepare the nail - push back the cuticle and sidewalls to expose maximum nail surface, then remove any existing product and refine the shape. Exfoliate by removing shine from the nail plate using a soft buffer and then prime the nail plate by scrubbing gently with prep solution to remove dust, oil, dirt and contaminants.
- Step 2**  
Apply Amazin' Base base coat gel. Cure under LED for 30 seconds or UV for two minutes.
- Step 3**  
On a nail form or square of foil, mix equal quantities of MegaMix with whatever you choose - here I have used regular nail polish (start with a ratio of 50:50) increasing the polish up to 80% if needed for a darker colours.
- Step 4**  
Apply a thin layer of the new Mega Mixture and cure under LED for 30 seconds or UV for two minutes each time. Repeat this step until you have the desired coverage building up in thin layers.
- Step 5**  
Apply Amaze Glaze top coat. Cure under LED for 30 seconds or UV for two minutes. Use Wipe & Shine to remove the tacky inhibition layer.



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