

## Request for Reconsideration after Final Action

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	79133385
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 101
<b>MARK SECTION (no change)</b>	
<b>ARGUMENT(S)</b>	
Please see the actual argument text attached within the Evidence section.	
<b>EVIDENCE SECTION</b>	
<b>EVIDENCE FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">evi_388833170-20140929201233520875_ . DC01- 360472-v1- Spanail Argument Request for Recon.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0002.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0003.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0004.JPG</a>
<b>DESCRIPTION OF EVIDENCE FILE</b>	Argument Text
<b>ADDITIONAL STATEMENTS SECTION</b>	
<b>SECTION 2(f) ) Claim of Acquired Distinctiveness, BASED ON EVIDENCE</b>	The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.
<b>2(f) EVIDENCE FILE NAME(S)</b>	
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Signed Declaration_ by Ms. Naoko BANNO .pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0005.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0006.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0007.JPG</a>

<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_A.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (3 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0008.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0009.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0010.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_B.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (6 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0011.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0012.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0013.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0014.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0015.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0016.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_C.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (2 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0017.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0018.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_D.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (2 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0019.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0020.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_E.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (2 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0021.JPG</a>
	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0022.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_F.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (3 pages)	<a href="#">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0023.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0024.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0024.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0025.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0025.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_G.pdf">e2f-388833170-201233520_._Attachment_G.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (3 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0026.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0026.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0027.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0027.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0028.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0028.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_H.pdf">e2f-388833170-201233520_._Attachment_H.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (2 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0029.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0029.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0030.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0030.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_I.pdf">e2f-388833170-201233520_._Attachment_I.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (8 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0031.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0031.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0032.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0032.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0033.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0033.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0034.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0034.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0035.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0035.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0036.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0036.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0037.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0037.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0038.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0038.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_J.pdf">e2f-388833170-201233520_._Attachment_J.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (2 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0039.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0039.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0040.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0040.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_K.pdf">e2f-388833170-201233520_._Attachment_K.pdf</a>
<b>CONVERTED PDF FILE(S)</b> (2 pages)	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0041.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0041.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0042.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0042.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_L.pdf">e2f-388833170-201233520_._Attachment_L.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0043.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0043.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0044.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0044.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_M.pdf">e2f-388833170-201233520_._Attachment_M.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0045.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0045.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0046.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0046.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_N.pdf">e2f-388833170-201233520_._Attachment_N.pdf</a>
<b>CONVERTED PDF FILE(S) (6 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0047.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0047.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0048.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0048.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0049.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0049.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0050.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0050.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0051.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0051.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0052.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0052.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_O.pdf">e2f-388833170-201233520_._Attachment_O.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0053.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0053.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0054.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0054.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_P.pdf">e2f-388833170-201233520_._Attachment_P.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0055.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0055.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0056.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0056.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="e2f-388833170-201233520_._Attachment_Q.pdf">e2f-388833170-201233520_._Attachment_Q.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0057.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0057.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0058.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0058.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_R.pdf</a>
<b>CONVERTED PDF FILE(S) (2 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0059.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0059.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0060.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0060.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_S.pdf</a>
<b>CONVERTED PDF FILE(S) (4 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0061.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0061.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0062.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0062.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0063.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0063.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0064.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0064.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_T.pdf</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0065.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0065.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0066.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0066.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0067.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0067.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0068.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0068.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0069.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0069.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_U.pdf</a>
<b>CONVERTED PDF FILE(S) (10 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0070.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0070.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0071.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0071.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0072.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0072.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0073.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0073.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0074.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0074.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0075.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0075.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0076.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0076.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0077.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0077.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0078.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0078.JPG</a>

	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0079.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0079.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_V.pdf</a>
<b>CONVERTED PDF FILE(S) (4 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0080.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0080.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0081.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0081.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0082.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0082.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0083.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0083.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_W.pdf</a>
<b>CONVERTED PDF FILE(S) (5 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0084.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0084.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0085.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0085.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0086.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0086.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0087.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0087.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0088.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0088.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_X.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0089.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0089.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0090.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0090.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0091.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0091.JPG</a>
<b>ORIGINAL PDF FILE</b>	<a href="#">e2f-388833170-201233520_ . Attachment_Y.pdf</a>
<b>CONVERTED PDF FILE(S) (3 pages)</b>	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0092.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0092.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0093.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0093.JPG</a>
	<a href="\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0094.JPG">\\TICRS\EXPORT16\IMAGEOUT16\791\333\79133385\xml10\RFR0094.JPG</a>
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/Marsha G. Gentner/
<b>SIGNATORY'S NAME</b>	Marsha G. Gentner
<b>SIGNATORY'S</b>	Attorney of record, District of Columbia bar member

<b>POSITION</b>	
<b>SIGNATORY'S PHONE NUMBER</b>	2029068611
<b>DATE SIGNED</b>	09/29/2014
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Mon Sep 29 20:34:43 EDT 2014
<b>TEAS STAMP</b>	USPTO/RFR-38.88.33.170-20 140929203443619326-791333 85-500133ac2b5d351fd386e7 0c667341a3ab9d1aef30beb1f c8ff158aab77d2a25e3-N/A-N /A-20140929201233520875

PTO Form 1960 (Rev 9/2007)  
OMB No. 0651-0050 (Exp. 07/31/2017)

## **Request for Reconsideration after Final Action To the Commissioner for Trademarks:**

Application serial no. **79133385** has been amended as follows:

### **ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

Please see the actual argument text attached within the Evidence section.

### **EVIDENCE**

Evidence in the nature of Argument Text has been attached.

#### **Original PDF file:**

[evi\\_388833170-20140929201233520875\\_.DC01-360472-v1-Spanail Argument Request for Recon.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

### **ADDITIONAL STATEMENTS**

**Section 2(f) Claim of Acquired Distinctiveness, based on Evidence**

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

**Original PDF file:**

[e2f-388833170-201233520 . Signed Declaration by Ms. Naoko BANNO .pdf](#)

**Converted PDF file(s)** ( 3 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment A.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment B.pdf](#)

**Converted PDF file(s)** ( 6 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

[2\(f\) evidence-6](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment C.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment D.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment E.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment F.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment G.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_H.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_I.pdf](#)

**Converted PDF file(s)** ( 8 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

[2\(f\) evidence-6](#)

[2\(f\) evidence-7](#)

[2\(f\) evidence-8](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_J.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_K.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_L.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_M.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment\\_N.pdf](#)

**Converted PDF file(s)** ( 6 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

[2\(f\) evidence-6](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment O.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment P.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment Q.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment R.pdf](#)

**Converted PDF file(s)** ( 2 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment S.pdf](#)

**Converted PDF file(s)** ( 4 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment T.pdf](#)

**Converted PDF file(s)** ( 5 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment U.pdf](#)

**Converted PDF file(s)** ( 10 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

[2\(f\) evidence-6](#)

[2\(f\) evidence-7](#)

[2\(f\) evidence-8](#)

[2\(f\) evidence-9](#)

[2\(f\) evidence-10](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment V.pdf](#)

**Converted PDF file(s)** ( 4 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment W.pdf](#)

**Converted PDF file(s)** ( 5 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

[2\(f\) evidence-4](#)

[2\(f\) evidence-5](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment X.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

**Original PDF file:**

[e2f-388833170-201233520 . Attachment Y.pdf](#)

**Converted PDF file(s)** ( 3 pages)

[2\(f\) evidence-1](#)

[2\(f\) evidence-2](#)

[2\(f\) evidence-3](#)

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /Marsha G. Gentner/ Date: 09/29/2014

Signatory's Name: Marsha G. Gentner

Signatory's Position: Attorney of record, District of Columbia bar member

Signatory's Phone Number: 2029068611

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79133385

Internet Transmission Date: Mon Sep 29 20:34:43 EDT 2014

TEAS Stamp: USPTO/RFR-38.88.33.170-20140929203443619

326-79133385-500133ac2b5d351fd386e70c667

341a3ab9d1aef30beb1fc8ff158aab77d2a25e3-

N/A-N/A-20140929201233520875

## ARGUMENT

The Examining Attorney has refused registration of Applicant's SPANAIL mark under § 2(e)(1) of the Trademark Act, as merely descriptive. The Examining Attorney has made this refusal final, noting that since the basis of the present application is § 66(a) of the Trademark Act, Applicant cannot amend the application to the Supplemental Register. However, Applicant may amend its application to seek registration pursuant to § 2(f) of the Trademark Act. *See* TMEP § 1212.08. Although Applicant continues to believe that its mark is suggestive and not descriptive, Applicant has amended its application to include a claim of acquired distinctiveness under § 2(f). Accordingly, Applicant requests reconsideration (and withdrawal) of the refusal to register under § 2(e)(1).

Submitted herewith is a Declaration of Applicant's President, Naoko D. Banno ("Banno Dec."). This Declaration establishes (at ¶ 4) that Applicant has been using the SPANAIL mark, in commerce, continuously since April of 2013. *See also* Attachment B, which are excerpts from Applicant's web site, [www.spanail.net](http://www.spanail.net), evidencing, and which serve as specimens of, such use in commerce. Applicant's SPANAIL salon is located in the fashionable SoHo district of New York, New York. Banno Dec. ¶ 4. As has become common, Applicant advertises principally through the Internet – via its web site, as well as social media, such as Facebook and Pinterest. *Id.*

Applicant is the second largest nail salon chain in Japan, operating 71 nail art salons across Japan, mostly under the Nail Quick name, but also under the SPANAIL mark. Banno Dec. ¶¶ 1-2. Although Applicant's SPANAIL salon in SoHo is its first nail art salon outside of Japan, Applicant enjoys a worldwide reputation for elegant nail art and gel manicures. Banno Dec. ¶ 3. *See also, e.g.,* Attachment A.

Presumably as a result of Applicant's reputation which preceded its entry into the U.S. market, almost immediately upon the opening of Applicant's SPANAIL salon in New York, it

became the subject of widespread and unsolicited publicity. Banno Dec. ¶¶ 5-6. Samples of this unsolicited publicity are provided as Attachments A through V. *Id.* This publicity includes well known fashion publications such as *Allure* and *Lucky* magazines (Attachments P and Q, respectively), each with circulation of one million (1,000,000) subscribers<sup>1</sup>, and the *New York Post*'s famous "gossip" column, "Page 6"<sup>2</sup> (Attachment E).

In each of these numerous instances of unsolicited publicity, SPANAIL is used as a service mark, to identify a single source (Applicant) of the nail art salon and related goods and services in question. Each assumes that a substantial portion of the consuming public will and does associate the SPANAIL mark with a single source – Applicant and its New York based salon. *See* TMEP § 1212.06 (evidence which shows "that the consuming public views the proposed mark as an indication of the source of the product or service" demonstrates the requisite acquired distinctiveness). Applicant respectfully submits that this evidence is more than sufficient to show that the SPANAIL mark, as used by Applicant in commerce in connection with "The Best Nail Art Salon" in New York (Banno Dec. ¶ 6 and Attachment Q) has acquired distinctiveness sufficient for registration under § 2(f). *See Harlequin Enterprises, Ltd. v. Gulf & Western Corp.*, 644 F.2d 946, 950, 210 USPQ 1 (2<sup>nd</sup> Cir. 1981) (fact that mark, as used by trademark owner in connection with its goods/services, has been the subject of extensive, unsolicited media coverage supports a finding of secondary meaning), *citing Scarves By Vera, Inc. v. Todo Imports, Ltd.*, 544 F.2d 1167, 1174, 192 USPQ 288 (2d Cir. 1976).

---

<sup>1</sup>See Wikipedia entries [http://en.wikipedia.org/wiki/Allure\\_%28magazine%29](http://en.wikipedia.org/wiki/Allure_%28magazine%29) (Attachment W) and [http://en.wikipedia.org/wiki/Lucky\\_%28magazine%29](http://en.wikipedia.org/wiki/Lucky_%28magazine%29) (Attachment X), accessed September 29, 2014.

<sup>2</sup> See Wikipedia entry [http://en.wikipedia.org/wiki/New\\_York\\_Post#Page\\_Six](http://en.wikipedia.org/wiki/New_York_Post#Page_Six) (Attachment Y), accessed September 29, 2014.

Accordingly, Applicant respectfully requests that the refusal to register under § 2(e)(1) be withdrawn, and the present application be approved for publication.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of:

NONSTRESS, INC.

Serial No.: 79/133,385

Filed: June 7, 2013

Mark: SPANAIL

**DECLARATION**

Naoko Banno hereby declares as follows:

1. I am president of NonStress, Inc. ("Applicant"), and am authorized to make this declaration on its behalf.
2. Applicant is a Japanese corporation, with its principal office in Tokyo, Japan. In 1996, Applicant established a chain of nail art salons in Japan. Currently, Applicant has 75 nail art salons across Japan, most of which operate under the name "Nail Quick", but 4 of which operates under the SPANAIL name and mark.
3. Applicant is the second largest nail salon chain in Japan, and is well known not only throughout that country, but enjoys a worldwide reputation, as well, for elegant nail art and gel manicures. *See, e.g.*, Attachment A hereto, "Trends: Paint It On Get Fingers and Toes Summer Ready with Our Guide to the Best Nail Salons Around the World", *Filler Magazine*, Fall 2014, Volume 05, Issue 03, accessed at <http://fillermagazine.com/vida/luxury/spanail-bars-tokyo-london-new-york-paris-and-los-angeles/>, September 18, 2014.
4. In April of 2013, Applicant opened its first nail salon outside of Japan, in the well-known art and fashion neighborhood of SoHo, in New York, New York, under the SPANAIL name and mark, and since that time, continuously has been operating under the SPANAIL name and mark at that location. Applicant advertises its SPANAIL salon and services principally through its web site, at [www.spanail.net](http://www.spanail.net), and through social media such as Facebook and Pinterest. Printouts from Applicant's web site are provided as Attachment B.
5. Almost immediately upon its opening, Applicant's US salon became the subject of unsolicited publicity, under, and in connection with the SPANAIL name and mark, lauding Applicant's SPANAIL salon for its exceptional and unique nail art services. Applicant's salon, and its SPANAIL name and mark, have been the subject of the following internet and/or print articles:

Mamás Latinas: "Make your nails pop with this bold color-block manicure", [http://quemas.mamaslatinas.com/beauty/112874/make\\_your\\_nails\\_pop\\_with](http://quemas.mamaslatinas.com/beauty/112874/make_your_nails_pop_with), May 5, 2013 (Attachment C)

New York Post: "Mother's Day Gift Guide", May 9, 2013 (Attachment D)

New York Post: "Page Six, NAILING IT!", May 9, 2013 (Attachment E)

Nylon Magazine: Nylon Blogs, "Manacurious: Bom, Boom, Pow!", <http://nylonmag.com/nylonblogs/blog/2013/05/22/manicurious-boom-boom-pow/#more-40150>, May 23, 2013 (Attachment F)

Pretty Connected: "PC Hosts Calm Down and Cool Down with Skyn Iceland and Henri Bendell", <http://prettyconnected.com/2013/06/pc-hosts-calm-down-and-cool-down-with-skyn-iceland-and-henri-bendell/>, June 6, 2013 (Attachment G)

Beauty Stat.com: "Nail Polish Trends 2013: 3 Top Japanese Nail Art Designs: Natural Clear Base, Tarashikomi Water Paint Design, Business French Manicure", <http://www.beautystat.com/site/makeup/nail-polish-trends-2013-3-top-japanese-nail-art-designs-natural-clear-base-tarashikomi-water-paint-design-business-french-manicure/>, June 6, 2013 (Attachment H)

Nouveau Cheap: "Trend Alert: Tarashikomi Nail Art", <http://nouveauchep.blogspot.jp/2013/06/trend-alert-tarashikomi-nail-art.html>, June 19, 2013 (Attachment I)

Lyra Mag: "SpaNail by NailQuick Nail Art Trends 2013", <http://lyramag.blogspot.jp/search/label/SpaNail%20by%20NailQuick>, June 20, 2013 (Attachment J)

Style Cartel: "Beauty Hotspot | SPANAIL by NailQuick", <http://stylecartel.com/beauty-hotspot-spanail-by-nail-quick/>, June 25, 2013 (Attachment K)

Time Out New York: "SpaNail by NailQuick, Time Out Says", <http://www.timeout.com/newyork/salons/spanail-by-nail-quick>, June 24, 2013 (Attachment L)

Time Out New York: "New Stores Best New Opening, SPANAIL BY NAILQUICK", June 25-July 3, 2013 (Attachment M)

Fashion Pulse Daily: "SPANAIL by Nail Quick is The Go-To Nail Art Spot!", <http://fashionpulsedaily.com/spanail-by-nail-quick-is-the-go-to-nail-art-spot/>, June 27, 2013 (Attachment N)

you+beauty: "Summer 2013: What's New in Nails?", <http://www.youbeauty.com/body-fitness/galleries/summer-2013-nail-trends#5>, July 1, 2013 (Attachment O)

allure Magazine: "Daily Beauty Reporter, test Drive: The UV-Free Parfait Manicure", <http://www.allure.com/beauty-trends/blogs/daily-beauty-reporter/2013/07/introducing-uv-free-parfait-ma.html>, July 12, 2013 (Attachment P)

Lucky Magazine: "The Best Nail Art Salons in Your City", <http://www.luckymag.com/beauty/2013/06/the-best-nail-art-salons-across-the-country>, July 29, 2013 (Attachment Q)

Nylon Magazine, "Space Invader", August 2013 (Attachment R)

The Beauty Wall: "IN GOOD HANDS!", <http://thebeautywall.com/in-good-hands/>, August 12, 2013 (Attachment S)

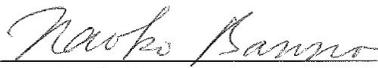
Fashion Pulse Daily: "SPANAIL Art for Valentine's Day", <http://fashionpulsedaily.com/spanail-art-for-valentines-day/>, January 14, 2014 (Attachment T)

6. Applicant's SPANAIL salon has been selected as one of "The Best Nail Art Salons in Your City." See Attachment Q. Our SPANAIL salon is touted in New York tourist publications. See Attachment U (<http://www.bons-plans-voyage-new-york.com/tous-les-bons-plans/bons-plans-girly/spanail-bon-plan-girly-soho-manucure-pedicure/>). Our SPANAIL salon and services also are highly rated by Yelp. See Attachment V.

7. As Attachments C through V make clear, SPANAIL is identified and recognized as the *name* of our US salon – as identifying the source of our nail art and related goods and services. It is apparent from this extensive publicity and internet references, that SPANAIL has acquired distinctiveness in the United States as a service and trademark for Applicant's salon, goods and services.

8. All statements made herein of my own knowledge are true, and all statements made on information and belief are believed to be true, and the above statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. §1001, and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

NONSTRESS, INC.

Date: Sept 24, 2014 By:   
Naoko Banno  
President

# **ATTACHMENT A**

MAGAZINE

# FILER

FALL 2014 | VOLUME 09 | ISSUE 03

## FASHION

NEWS STILL VIDEO

## BEAUTY

STILL PRODUCTS TRENDS

## CULTURE

MUSIC FILM GALLERY

## VIDA

LOVE LEISURE LUXURY

## BLOG

## ABOUT

## CONTACT



# PAINT IT ON

GET FINGERS AND TOES SUMMER READY WITH OUR GUIDE TO THE BEST NAIL SALONS AROUND THE WORLD. TEXT BY STAFF

TRENDS

Summer is the season of colour, sandals and simple, easy fashion looks that depend on polished nails as their only accessory.

Less is more as Chanel, Dolce & Gabbana and Marc Jacobs showed off on their Spring/Summer runways with their models' flaunting demure and pale nails. Should though you want to paint on a hint more drama, a two tone manicure look with do the trick with a subtle geometric accent: try a triangle at the base or a diagonal swipe at the top of the nails.

To help procure your dream summer nails, we've rounded up the best nail salons from the 4 corners of the globe. Happy polishing!

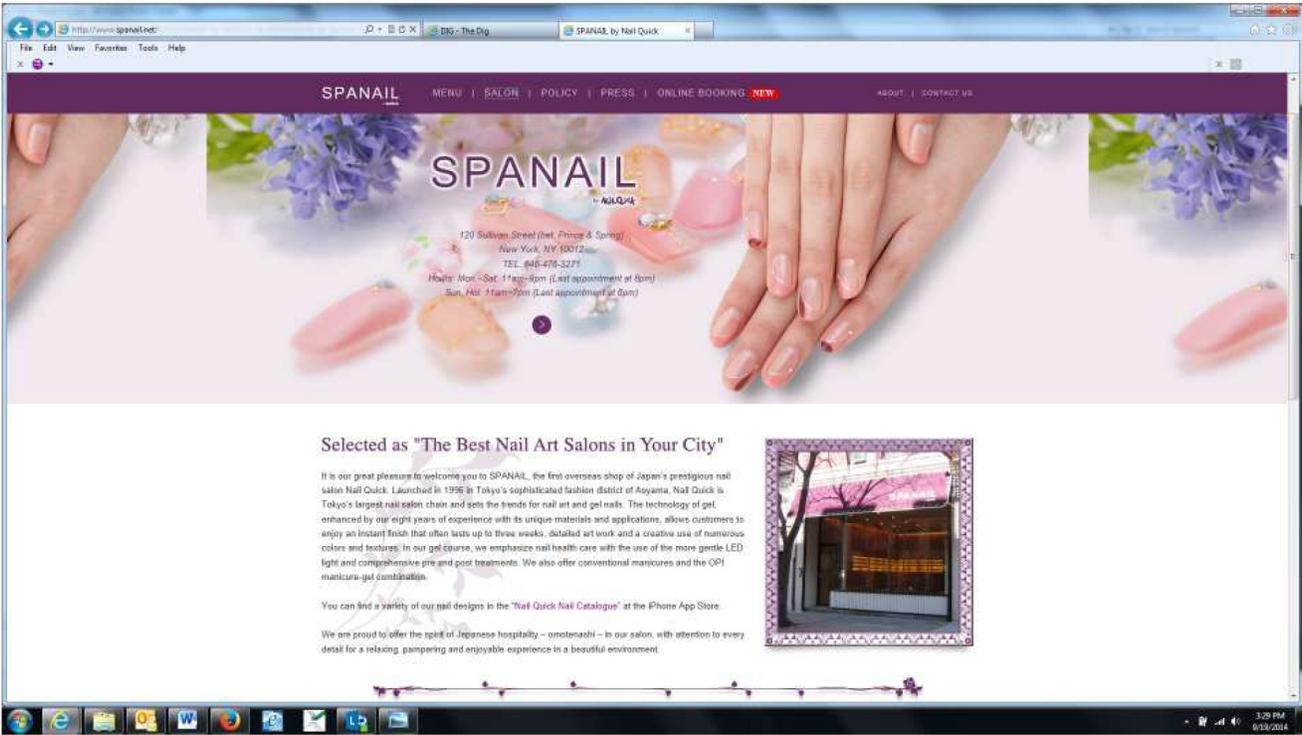


With 74 locations across Japan, Nail Quick has been providing casual, friendly and quick services to customers for 17 years. Known for its excellent customer service Nail Quick offers the spirit of Omotenashi care. Omotenashi is the heart of Japanese hospitality, ensuring guests feel relaxed and happy, hosts always reflect polite attitudes, genuine smile, and attention to details. In tune with Japan's growing technologies, customers can choose polish colours through iPad and iPhone catalogues, as well as choosing from an assortment of stamps, crystal stones, and 3D nail art designs to add on top. Try the Nail Care Course treatment with Aloma oil instead of lotion (¥2,520 + ¥630) for a truly unforgettable mani/pedi experience.

Published June 28, 2013

The boutique hotel experts  
Mr. & Mrs. Smith  
mrandmrsmith.com  
Share Tweet Email Show This Like

# **ATTACHMENT B**



# SPANAIL

by NAIL QUICK

120 Sullivan Street (bet. Prince & Spring)

New York, NY 10012

TEL. 846-476-3271

Hours: Mon-Sat. 11am-8pm (Last appointment at 6pm)

Sun. 11am-7pm (Last appointment at 6pm)

## Selected as "The Best Nail Art Salons in Your City"

It is our great pleasure to welcome you to SPANAIL, the first overseas shop of Japan's prestigious nail salon Nail Quick. Launched in 1996 in Tokyo's sophisticated fashion district of Aoyama, Nail Quick is Tokyo's largest nail salon chain and sets the trends for nail art and gel nails. The technology of gel, enhanced by our eight years of experience with its unique materials and applications, allows customers to enjoy an instant finish that often lasts up to three weeks, detailed art work and a creative use of numerous colors and textures. In our gel course, we emphasize nail health care with the use of the more gentle LED light and comprehensive pre and post treatments. We also offer conventional manicures and the OPI manicure-gel combination.

You can find a variety of our nail designs in the "Nail Quick Nail Catalogue" at the iPhone App Store.

We are proud to offer the spirit of Japanese hospitality - omotenashi - in our salon, with attention to every detail for a relaxing, pampering and enjoyable experience in a beautiful environment.



http://www.spanail.net/colisting\_soho.html SALON | SPANAIL by Nail Q... x

File Edit View Favorites Tools Help

SPANAIL MENU | SALON | POLICY | PRESS | ONLINE BOOKING **NEW** ABOUT | CONTACT US

**SPANAIL** by Nail Quick

**ADDRESS**  
129 Sullivan Street (bet. Prince & Spring) New York, NY 10012  
TEL. 646.476.3271

**BUSINESS HOURS & HOLIDAYS**  
Mon - Sat. 11am-9pm (Last appointment at 8pm)  
Sun. -Hol. 11am-7pm (Last appointment at 6pm)

**SALON DESIGN**  
Interior Designer: JUN AIZAKI  
Interior Design Concept: Fusion of SOHO Classic and TOKYO Modern

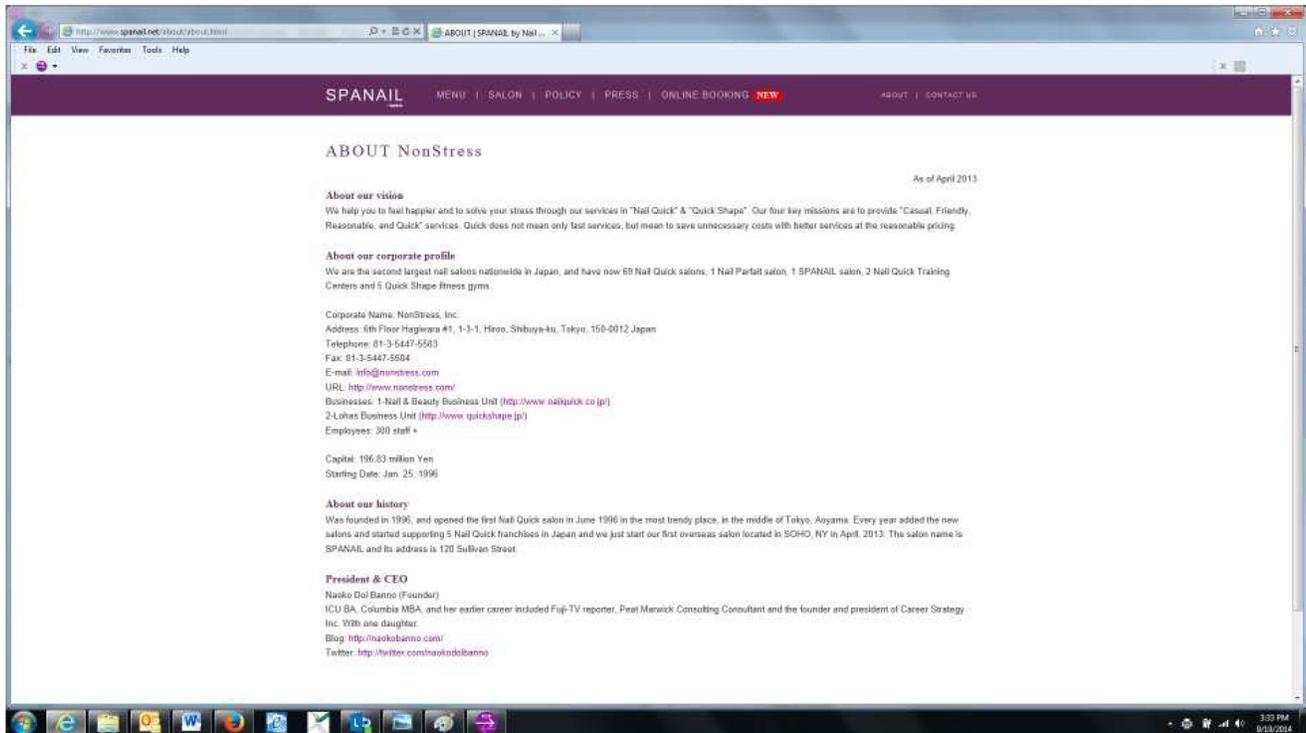
**ONLINE BOOKING**

- PC: Click here.
- CELLPHONE: Click here and your mailer will open automatically. Send the URL to your cell phone for accessing.

**MAP**



3:17 PM 9/19/2014





MENU | SALON | POLICY | PRESS | ONLINE BOOKING [VIEW](#)

ABOUT | CONTACT US

### PRESS



May 2, 2014

Les Bons Plans pour un voyage à New York  
"Spanail, le bon plan girly de Soho pour la manucure-pédicure"



January 14, 2014

Fashion Pulse Daily  
"SPANAIL Art for Valentine's Day"



August 12, 2013

The Beauty Wall  
"IN GOOD HANDS!"



July 30, 2013

LuckyMag.com  
"The Best Nail Art Salons in Your City"



July 25, 2013

NYLON August 2013  
"Space Invader"



July 12, 2013

THE BEAUTY EXPERT: allure.com  
"Test-Drive: The UV-Free Parfait Manicure"



July 3, 2013

Time Out New York  
"BEST NEW OPENING ~SPANAIL by Nail Quick~"  
[PDF]



July 1, 2013

you beauty  
"SUMMER 2013: WHAT'S NEW IN NAILS?"



June 27, 2013

Fashion Pulse Daily  
"Spanail by Nail Quick is The Go-To Nail Art Spot!"

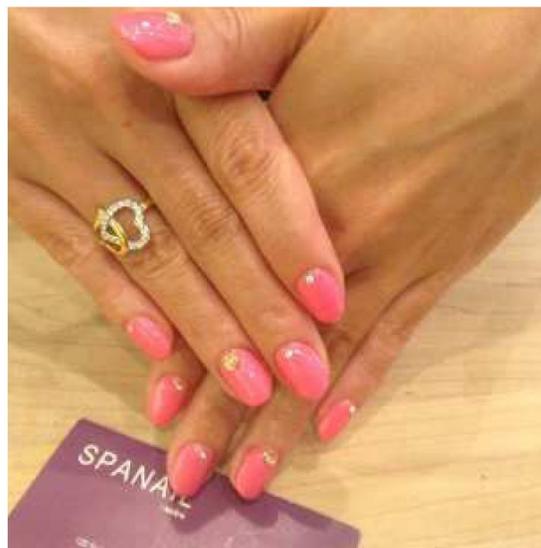


June 25, 2013

Style Cartel  
"Beauty Hotspot | SPANAIL by NailQuick"



June 20, 2013





LYRA MAG.  
Nail by Nail Quick Nail Art Trends 2013 | POLICY | PRESS | ONLINE BOOKING [VIEW](#)

ABOUT | CONTACT US



June 19, 2013  
**NOUVEAU CHEAP**  
"Trend Alert: Tarashikomi Nail Art"



June 6, 2013  
**Beautystat.com**  
"3 Top Japanese Nail Art Designs: Natural Clear Base, Tarashikomi Water Paint Design, Business French Manicure"



June 6, 2013  
**GLAM**  
"PARTY REPORT: SKYN ICELAND'S SUMMER COOL DOWN"



June 6, 2013  
**pretty connected**  
"PC Hosts Calm Down and Cool Down with Skyn Iceland and Henri Bendel!"



June 6, 2013  
**GLAMAZON DIARIES**  
"Pretty Connected Hosts Beauty Night Out with Skyn Iceland at Henri Bendel!"



June 5, 2013  
**Hello, my sweet little nuggets!**  
"summer is here. skyn is in."



June 5, 2013  
**ROCKLAND COUNTY TIMES**  
"Jennifer's sweet lil beauty blog: Summer is here. Skyn is in."



May 22, 2013  
**NYLONMAG.com**  
"manicurious: boom, boom, pow!"



May 9, 2013  
**New York Post "Mother's Day gift guide"**  
[PDF]



May 5, 2013  
**MamasLatinas.com**  
"Make your nails pop with this bold color-block manicure"

# **ATTACHMENT C**

## Make your nails pop with this bold color-block manicure

I LOVE color-blocking, especially during the spring time. There's just something about coordinating bright, bold colors that really gets me in a cheerful spirit. So it only made sense for me to try to translate this trend onto my nails. I took a trip to **SpaNail**, a new nail salon spa in N.Y.C.'s SoHo that



specializes in natural treatments and nail art for a one of a kind look. Manicurist **Maki Mochiyoshi** created a super cool design inspired by my tangerine and turquoise color-block necklace (both pictured here). How cool is that? I was so surprised at how easy and do-able the look was too. But don't worry, chicas, I took notes so you can try this spring-friendly style yourselves at home. Check out these easy-breezy steps below!

**Step 1:** Start off by filing nails into your preferred nail shape. This look works on round, square or even almond nails. Then apply a base coat, like **Essie Protein Base Coat** (\$8). I like this one because it helps protect your nails from polish and keeps them strong and healthy.

**Step 2:** You can use a bold, tangerine polish for your base coat, but Mochiyoshi went with a softer orangey coral shade instead, so that it would be easier to layer on a darker color. Try **Butter London in Macbeth** (\$15). Apply two coats to just four nails on each hand.

**Step 3:** Once your base color is dry, dip a nail art brush into a turquoise or teal colored polish, like **Sephora by OPI Nail Color in Ocean Love Potion** (\$10). Create slanted lines on 3 of the coral nails and then fill in the triangles with the teal polish. You can use the edge of a piece of scotch tape to help you create cleaner lines. Now take the regular polish brush and swipe on the teal/turquoise color to the two nails that are without polish.

**Step 4:** Let nails dry, then take some thin gold foil sticky tape and apply it to the slanted lines to divide the colors. You can find this at your local art supply store or on **Etsy.com**. Cut them into short pieces and apply them using a pair of tweezers.

**Step 5:** Mochiyoshi also added gold studs to the base of some of my nails. This **Art Club The Nail Art Lux Jewels & Gems** (\$8) set comes with round, marquise, and star shaped studs in gold, silver, and copper. Make sure to use a glue specifically for nail art to stick them on.

**Step 6:** Finish off the mani with a quick-dry top coat, like **Seche Vite Dry Fast Top Coat** (\$11) to hold your look.

[http://articles.mamaslatinas.com/beauty/112874/make\\_your\\_nails\\_pop\\_with](http://articles.mamaslatinas.com/beauty/112874/make_your_nails_pop_with)

# **ATTACHMENT D**



9 of 9

## Mother's Day gift guide

Mama's got brand new swag! Treat your ma right this Mother's Day with one of these pretty pastel or floral gifts just for her. — JOHANNAH MASTERS

### NAILING IT!

If you have a mom who loves nail art, take her to the newly opened SpaNail salon (120 Sullivan St.; 646-476-3271), a Japanese import with its first US location. One option for mother is the Tarashikomi technique of gel nails with a Japanese water painting and multidimensional design effect.

[http://www.nypost.com/p/entertainment/fashion/mother\\_day\\_gift\\_guide\\_Kf5wjs8DdM6rwGbi5ODtwl?photo\\_num=9](http://www.nypost.com/p/entertainment/fashion/mother_day_gift_guide_Kf5wjs8DdM6rwGbi5ODtwl?photo_num=9)

# **ATTACHMENT E**



### harte listpulse

41

New York Post, Thursday, May 9, 2013  
nypost.com



**Compact beauty**  
Give your mom the gift of girl powder. "Baking Beauties" face powder, \$29 at [maccosmetics.com](http://maccosmetics.com)



**Whoa knew?**  
Light up her life with a feathered friend. Glass owl and candle, \$41 at [qvc.com](http://qvc.com)

**Scent of a woman**  
Crown her "Best Mom" with a regal floral scent.

**Fiori by Vince Camuto** fragrance, \$78 at [vincecamuto.com](http://vincecamuto.com)



**One for the roses**  
Update your usual flower delivery with this nifty bunch. Roses, \$64.95 at [odealarose.com](http://odealarose.com)

# MAMA'S got brand-new SWAG!

Treat your ma right this Mother's Day with one of these pretty presents just for her

By JOHANNAH MASTERS



**Wrap star**  
Keep mom warm and stylish with this pretty-in-print scarf. "Busy Bee" scarf, \$120 at **Ted Baker**, 595 Fifth Ave.



**Bling it on!**  
If you love her, put a ring on it. **Liz Palacios** flower ring, \$55 at [artisansgems-boutique.com](http://artisansgems-boutique.com)

**Flower power**  
Dress up her Kindle with a decorative sleeve. Tablet cover, \$185 at [mackenziechilds.com](http://mackenziechilds.com)



**Pastel pleasure**  
Make her feel like a movie star with a pair of pink sunnies. **Coach** sunglasses, \$198 at **Sunglass Hut**, 605 Fifth Ave.

### NAILING IT!

If you have a mom who loves nail art, take her to the newly opened SpaNail salon (120 Sullivan St.; 646-476-3271), a Japanese import with its first US location. One option for mother is the Tarashikomi technique of gel nails with a Japanese water painting and multidimensional design effect. — JM



# **ATTACHMENT F**

# NYLON

## Manicurious: Boom, Boom, Pow!



I totally freaked out when I saw the decked-out, pop-art inspired nail-art (say that three times) [our May cover girl, Chloe Grace Moretz, was rocking for our shoot](#) – and I mean, *freaked* out. Case in point: I booked an appointment to one of the most amazing nail art salons (and NYLON neighbors!) [SPANAIL](#) to recreate them...and then, of course, spill the secrets on how to get [said MoMA-worthy nails](#) to you. Lucky for us, SPANAIL just opened their first salon in the U.S. after reigning supreme in Japan with more than 70 nail art salons (some locations have themes like Alice In Wonderland – *kawaii!*) – so I knew I was in good hands – literally.

Now, these nails are *pretty* intimidating, and I wouldn't be surprised if you were thinking, "How am I supposed to do that at home?!" OK, relax – because you can! Obviously it's going

to take a lot of patience, polish, and a best friend helping you out wouldn't hurt; but it's totally do-able by yourself with my (very detailed) steps for each nail.

So let's start! From left to right:

### 1) **Thumb nail**

The most important lesson I learned from watching this mani get painted is simple: start with the base color. In this instance, it would be white. Paint your entire nail with a white polish (I like [Amazing Grace by Deborah Lippmann](#)) and let dry. You can use drying drops ([Sephora by OPI Nail Colour Drying Drops](#) work wonders) or a drying spray ([Sephora by OPI Nail Colour Quick Dry Spray](#) is the bomb) until your nails are ready. Paint the top in zig-zags of yellow ([Yellow Brick Road by Deborah Lippmann](#) is amazing) and listen: These do not need to be perfect! Because you're going to outline them perfectly with a black nail polish (I recommend [Fade To Black by Deborah Lippmann](#)) and a finely pointed nail brush ([Double Up Detailing/Dotting Nail Brush by So Easy](#) is a work of art and we'll be using this later for dotting too). Pour out a bit of black nail polish and start outlining the top of your nail; then pour out a bit of your yellow nail polish and flip your pen over to the dotting tool and start polka dotting the white bottom half. Wait until the yellow polka dots dry and then take your fine0-pointed brush and black polish, and draw a little question mark. (Note: On Chloe's nails it says "LOVE" on this finger – but my nails weren't long enough for the letters to fit, so I thought a question mark accurately described love anyway.)

### 2) **Pointer nail**

Paint your entire nail with two coats of an orange polish ([Lara's Theme by Deborah Lippmann](#) is great) and wait until the nail dries. Then, pour out your black and white polishes, take your pointed brush, and start drawing little lightening bolts on the top of your nail.

### 3) **Middle nail**

Polish up your nail with two coats of a purple polish ([Call Me Irresponsible by Deborah Lippmann](#) is gorgeous) and use the polish as "glue" for your nail embellishments. Stick on as many stars (I like [The Nail Art Hologram Stars in Gold by Art Club](#) for extra bling) and circles ([The Nail Art Metallic Gems by Art Club](#) are perfect) along your nail in a sporadic formation. You can pick up the specks with the dotting side of your tool, with a toothpick, or with tweezers – up to you!

### 4) **Ring nail**

Again, start with your base color—in this case, two coats of a yellow polish for this nail—and then wait until it's dry. Pour out some red polish ([My Old Flame by Deborah Lippmann](#) is a solid crimson), take your pointed brush, and draw a line through the middle of the nail, and then on the top of the nail.

### 5) **Pinky nail**

Use two coats of a navy blue polish ([Hit Me With Your Best Shot by Deborah Lippman](#) is great because it's multi-dimensional) and again, use the polish as "glue" for your nail embellishments! You can use the same kind you used on your middle nail, and again, you can form a random pattern – follow your heart!

Next hand:

### 1) **Pink nail**

Two coats of your purple polish; use the wet polish as “glue” for your star and circle nail decals. Form a pattern outlining your nail in a ‘star, circle, star’, and so forth, formation.

2) **Ring nail**

This nail is basically the same as your right hand’s thumb. Two coats of your orange polish—aka your base color—and wait until dry. Cover the top half of the nail with your white polish in a zig zag formation. (Remember: It doesn’t have to be perfect because you’re outlining it with black!) Pour out your black polish and use your pointed brush to outline; then pour out your orange polish and flip over your pen to the dotting side, and begin dotting the white portion of your nail. Wait until the dots are dry, and then draw two exclamation points over them. (Note: On Chloe’s original nails it says “POW” on this finger, but if you have tiny nails like me, exclamations are fine too!)

3) **Middle nail**

Paint your nail with two coats of your red polish; once again using the wet polish as “glue.” Take your golden circle embellishments and deck out your nail!

4) **Pointer nail**

Your base coat is your yellow polish for this nail, use two coats, and let dry. Take your white polish and paint the top half of your nail, again, using two coats. Wait until the nail is completely dry (your drying drops/spray will come in handy for this nail) and then pour out your navy blue polish. Use your pointed nail brush to begin drawing a line through the middle of the nail, and on the top (how you did on your right hand’s ring finger).

5) **Thumb nail**

Paint your entire nail with your white polish, using two coats, and wait until it’s dry. Polish up the upper diagonal of your nail with your navy blue color – you can use your pointed brush for a perfect line – but you can also achieve it with the side of your nail bristle. Use the wet paint as “glue” and stick on three of your golden stars in a triangle formation.

Now – make sure you add a top coat ([On A Clear Day by Deborah Lippmann](#) will seal the deal) to all your nails: And you’re done!

We might not all be as cool as Ms. Moretz as Hit-Girl in *Kick Ass*, but that doesn’t mean are nails can’t be!

-JADE TAYLOR, Beauty Assistant

<http://nylonmag.com/nylonblogs/blog/2013/05/22/manicurious-boom-boom-pow/#more-40150>

# **ATTACHMENT G**

You are here: [Home](#) / [Beauty](#) / PC Hosts Calm Down and Cool Down with Skyn Iceland and Henri Bendel!

## PC Hosts Calm Down and Cool Down with Skyn Iceland and Henri Bendel!

JUNE 6, 2013 BY LARA

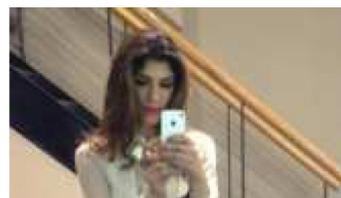
0 0  
Like 0 8+1 0 0



As summer heats up it's important to take a moment for a little R&R and pampering and we did just that. And at my favorite store in NYC no less! On Tuesday night I had the pleasure of hosting an event with skincare brand, [Skyn Iceland](#) at the private event space at [Henri Bendel's](#) (where you can now purchase Skyn Iceland products). We transformed the room into a relaxing mecca offering manicures by [Spa Nail](#), cold juice pressed drinks from [Liquiteria](#) and the most amazing gluten-free cupcakes (arguably the most amazing cupcakes ever) by [Kaked](#), and of course some bubbly to toast summer. Guests enjoyed an eye cooling bar using Skyn Iceland's [Hydro Cool Firming Eye Gels](#), which instantly de-puff eyes in 10 minutes and are everything you need to look refreshed after a night out or not enough sleep. There were also stress tests on hand, which involved putting a strip under your tongue for 30 seconds and it reads your stress level — on a scale of 20 to 91+ I got a 130 which was a bit of an awakening that maybe I need to slow down a bit!



### ABOUT LARA



After years of honing her expertise in the beauty and fashion industry working for such brands as NARS, Kiehl's, and Jurlique, Lara Eurdolian began privately consulting for brands ... [more about me](#)



### SIGN UP

Sign up to receive email updates and to hear what's going on at Pretty Connected HQ!

SIGN UP NOW

### RECENT POSTS

[Backstage at Jeremy Scott with Miley Cyrus and her art](#)

[PC How To Campaign with Carefree & Glam.com: How Pack Like A Pro](#)

[Choupette's Diary: A Chic Guide To Pampering with Shu Uemura](#)

[Altuzzara for Target Launches September 14th](#)

[Old Navy + Joe Zee Host Fashion Week Party with Katie Holmes & Hilary Rhoda](#)

LIKE US



Everything you need to Cool Down and Cool Off for Summer!

We also showed off the perfect summer products to help you *cool off and cool down* (the theme of the event) and have healthy, radiant skin. The products included the **Hydro Cool Firming Eye Gels**, **Glacial Cleansing Cloths with Biospheric Complex** (foaming cleansing wipes perfect for any girl, or man on the go!), **Arctic Face Mist**, which is the most refreshing spray toning mist and is filled with vitamins. It's incredibly refreshing and another product I carry around if I'm out all day in the sun. And lastly the **ANTIDOTE Cooling Daily Lotion with Biospheric Complex** which is a cooling, lightweight moisturizing lotion perfect for red and irritated, oily or acne-prone skin. All of Skyn Iceland's products are paraben free and great for sensitive skin.

Find us on Facebook

 **Pretty Connected**  
Like

2,913 people like Pretty Connected.



Facebook social plugin

FOLLOW PRETTYCONNECTED

Follow @prettyconnected Like **2.9k** 



# **ATTACHMENT H**

## Nail Polish Trends 2013: 3 Top Japanese Nail Art Designs: Natural Clear Base, Tarashikomi Water Paint Design, Business French Manicure

[Nail art](#) is all the rage, but let's not forget that the trend came about from Japan! From oversized crystals to 3D polymer clay designs, [nail art](#) has been worn by women of all different types of styles — both conservative and fashion-forward.

Looking for new designs, techniques and inspiration? This summer, **SPANAIL by Nail Quick** is offering three of the latest nail art designs for nail lovers of all styles.

Feeling natural? Keep it plain with a clear base, or add pops of color with an ancient Japanese-inspired water painting design. Read on to see the latest nail looks you can get at **SPANAIL** salon!

### Start Naturally



In Japan, the past few years have seen a rise in the use of ingredients (and gels) that are natural, safe and good for nails. In addition, we are seeing the natural approach influence the look and style of nails. Many women are using clear base styles, with nail art layered on top.

### Tarashikomi



**Tarashikomi** is a new technique in the nail art field, but is based on the very old tradition of Japanese water painting — a type of artwork that literally means “dripping in”. **Tarashikomi** [nail art](#) also uses a traditional Japanese color chart to make sure the colors blend together seamlessly.

### Business French



Today, [nail art](#) is worn across all areas of society — even in the business world. Because business women want to enjoy nail art too, we're seeing a new trend evolve that offers a more professional look that's still fun and pretty.

**SPANAIL by Nail Quick** has created a selection of French nail looks that are very popular with this clientele, including **Heart French**, **Marble French**, **Pucci French** and **Peacock French**.

Learn more about **SPANAIL by Nail Quick** at [www.spanail.net](http://www.spanail.net) and view more of their designs on their [Pinterest](#) page —> [HERE!](#)

<http://www.beautystat.com/site/makeup/nail-polish-trends-2013-3-top-japanese-nail-art-designs-natural-clear-base-tarashikomi-water-paint-design-business-french-manicure/>

# **ATTACHMENT I**



NOUVEAU CHEAP  
BRINGING YOU THE SCOOP ON AFFORDABLE COSMETICS

ABOUT CONTACT PRESS POLICIES

WEEKLY DRUGSTORE BEAUTY SALES TIPS & TRICKS GIVEAWAYS FOR NEW READERS YOU TELL ME

FIVE BUCK FRIDAY

INTERACTIVE SIGHTING MAPS

BB CREAM REVIEW ROUND UP

MY HOLY GRAIL drugstore products

WANT MORE? GET More! A More! membership is the free and easy way to save on the labels you love. JOIN NOW

Wednesday, June 19, 2013 Posted by G. at 5:26 PM

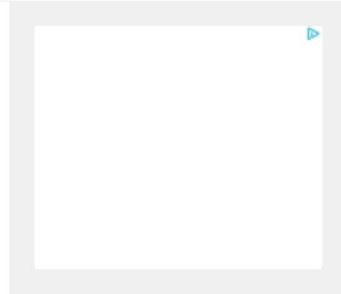
### Trend Alert: Tarashikomi Nail Art

As much as I love color when it comes to nails, I sometimes love more natural looks, and lately I've had a slight obsession with nail looks that let your natural nails show through (see my polka dot manicure here). So when this information hit my desk, I had to share it with you.

The Tarashikomi technique, which is "based on the very old tradition of Japanese water paintings" is a trend that began in Japan a few years ago and it seems to be picking up steam here in the US. Nail Quick, a popular chain of nail salons in Tokyo that just opened their first US nail salon in NYC, under the name SPANAIL by Nail Quick, offers Tarashikomi nail art to their clients, in case you're in NYC and would like to give this look a whirl.

Two columns of text describing the Tarashikomi technique. The left column discusses the use of natural ingredients and the natural approach to nail art. The right column explains that Tarashikomi is based on the traditional Japanese water painting technique. Both columns include small images of nail art examples.

Keep reading to see some lovely examples of Tarashikomi nail art...



Spotted: Wet n Wild Halloween 2014 Collection (New Limited Edition 5-Pans, Balm Stains)



Update on Walmart Beauty Box



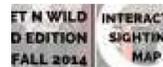
Ulta 21 Days of Beauty Event for Fall 2014



Too Faced Holiday 2014 Sets Now Available at Macy's



Walmart Beauty Box



Interactive Sightings Map: Wet n Wild Fall 2014 Limited Edition Collections



Ulta 21 Days of Beauty Fall 2014 Calendar of Events (and



Some Tips!)



It's BACK! Get the LORAC PRO Palette 2 + PRO Mascara + Mini Primer for \$22 with



Review: e.l.f. Essential Smudge Pot in Brownie Points



Do You Know Which Brand Makes the New One Direction Makeup Collection?

## MODE GLAM STYLE

RECENT POSTS CATEGORIES ARCHIVE BADGES



Queen Helene Got a Makeover  
Sep 10 2014 - 5 Comments - Read more...



Wet n Wild News and Updates  
Sep 09 2014 - No Comments - Read more...



OPI Clark + Kensington Nail Color Trio for \$5 this Friday at Ace Hardware  
Sep 09 2014 - 6 Comments - Read more...



Spotted: NEW Hard Candy Single & Loving It Eyeshadow Singles  
Sep 09 2014 - 2 Comments - Read more...



Coming Soon to the US (I Hope): Rimmel Show Off Matte Lip Velvets  
Sep 09 2014 - 5 Comments - Read more...



Review: Yes to Coconut Cooling Lip Oil  
Sep 09 2014 - 11 Comments - Read more...



40% Off Sitewide at Cherry Culture (includes CLEARANCE items)  
Sep 09 2014 - 2 Comments - Read more...



Just In! Pics of the Wet n Wild Halloween 2014 Limited Edition Balm Stains, Lipsticks and More  
Sep 08 2014 - No Comments - Read more...



Spotted: NEW Flower Beauty Ultimate Brush Collection  
Sep 08 2014 - 10 Comments - Read more...



Lypsy Lip Balms \$0.99 all month long at Walgreens  
Sep 08 2014 - 6 Comments - Read more...

HOT Groupon Deals on Jesse's Girl and L.A. Girl Cosmetics



Sep 07 2014 - 5 Comments - Read more...



Dollar Tree Sighting: Essie Sleek Sticks for \$1



Sep 07 2014 - 5 Comments - Read more...



The Weekly Drugstore Makeup Sales (9/7 - 9/13)

Sep 07 2014 - 4 Comments - Read more...



The Lipstick League - week of 9.1.14

Sep 07 2014 - 5 Comments - Read more...



Spotted: Wet n Wild Halloween 2014 Collection (New Limited Edition 5-Pans, Balm Stains and More)

Sep 07 2014 - 58 Comments - Read more...

Join this site with Google Friend Connect

Members (7914) More »



Already a member? Sign in

SIGN UP TO GET DAILY UPDATES DELIVERED RIGHT TO YOUR INBOX!

Enter your email address

SUBMIT

1. robin (29)
2. Heidi (28)
3. Carol G. (23)
4. BubblegumBengal (18)
5. Steffy M. (17)
6. Mysty Nyckel (13)
7. Jammies (12)
8. Glam Puss (11)
9. riri garcia (11)
10. waymire01 (11)

Phyrria | Beauty for the Bold

The Budget Babe

We Heart This

Cosmetics Aficionado Makeup and Beauty Blog

Vampy Varnish

Show All

[Transcend 16GB Class 10 SDHC Flash ...](#)     [Transcend 16 GB High Speed 10 UHS ...](#)  
~~\$66.00~~ **\$9.60**     ~~\$19.99~~ **\$8.99**



*What do you think of these examples of Tarashikomi nail art? Do you like it when the natural nail plays a role in the overall design? I personally am not big on jewels (they're fun for special occasions) but the soft, watercolor look to some of the designs above is beautiful.*

Like  Tweet

Tags: Nails

15 COMMENTS:

-  **Gryphonwolf** June 19, 2013 at 6:02 PM  
I'm not sure how I feel about the first and second one, I really don't like the red on the third but that fourth one? Holy frijoles it's beautiful! Now I'm wishing I could wear raised things on nails. It would be "perfect" for a special occasion though.  
[Reply](#)
-  **L** June 19, 2013 at 6:10 PM  
I really like the soft, watercolor look! The jewels are pretty, but I wouldn't wear it on my fingernails because of work.  
[Reply](#)
-  **Jill** June 19, 2013 at 7:21 PM  
These are sooo pretty, and I am not a fan of nail art! I especially love that the nails are such a flattering shape, it really adds to the gracefulness.  
[Reply](#)
-  **Helen** June 19, 2013 at 7:29 PM  
Wow. I never knew this existed! Personally, the color I'm always using (Essie's Sugar Daddy)

reminds me of this. I normally use it because its not noticeable and its a pale almost natural looking color. The jewels seem a bit uncomfortable for everyday stuff. I wouldn't want to wear them in fear of it coming off.

Reply



**Heidi** June 19, 2013 at 8:29 PM

These are so pretty. They make me want to hunt down some pretty pink and nude jellies. Suggestions?

Reply



**Hannah** June 19, 2013 at 8:54 PM

This is a trend I want to try! It looks very nice and elegant, and very unique also.

Reply



**BubblegumBengal** June 19, 2013 at 10:41 PM

I like the last pic, it looks like a modern bridal mani...complete w/ the "something blue" on the ring fingers. Maybe its just my phone screen, but those ring finger nails look to be a very pale blue tint.

Reply



**d00m** June 19, 2013 at 11:53 PM

I can do this at home. Getting NYC? Can't do. Why is everything in NY???

Reply



**Kracklebeest** June 19, 2013 at 11:55 PM

So here for this!!!

Reply



**Tini** June 20, 2013 at 1:25 AM

Is it me or are they just making jellies seem brand new?

Reply



**Abbie** June 20, 2013 at 5:13 AM

That's so funny! I live in Japan, and its true - this is really popular. However, I just assumed that they were done this way so that you can keep you gel manicure on longer (after all, they can easily go for over 100 dollars). That way, the base (near the cuticles) is clear and less obvious when the nail starts to grow out. It never occurred to me that this was done for any other reason!

Reply



**KD** June 20, 2013 at 5:48 AM

I see art like this a lot on gel nails. I guess the UV gels are especially good for keeping those jewels on. Although I would think you could use individual glitters instead of jewels. I don't care for the oval nails though ;)

Reply



**Aurelas** June 20, 2013 at 6:45 AM

I love the one that is natural with just bits of red and a little line...I wish I had an idea how to do that without it looking like a train wreck.

Reply



**Lejeune** June 20, 2013 at 6:02 PM

I feel like these would be good for bridal looks, but they seem kinda high-maintenance for every day...

Reply



**Diane Kuykendall** June 20, 2013 at 6:59 PM

Pretty. I don't like the jewels either, but most of these looks are great for wedding manicures. Take the jewels off and they can be a beautiful every day look.

Reply

I love and encourage comments here at Nouveau Cheap, and I do not censor comments unless they violate my comment policy, which you can view [here](#).

Please refrain from comments that contain:

- Links to your own blog or website
- Advertisements or referral links

Thanks very much for your help in keeping this a spam-free zone.

Enter your comment...

Comment as:

[Newer Post](#)

[Subscribe to: Post Comments \(Atom\)](#)

[Home](#)

[Older Post](#)



**NOUVEAU CHEAP**  
BUDGET-BEAUTY-LOVING VISITORS TO DATE

Copyright © 2009-2014 Nouveau Cheap



CC BY-NC

G. has written 6147 posts  
Budget-Beauty-Loving Visitors To Date:  
16974667

Powered by Blogger Design by Ingydesign Logo by Just Foolin Blog Designs Privacy Policy Press Contact



# **ATTACHMENT J**



Thursday, June 20, 2013

### SpaNail by NailQuick Nail Art Trends 2013

In Our Inbox... from SpaNail ---

http://www.spanail.net

**1 "Start Malicious"**  
In 2013, the trend is going to be more edgy and gothic. It's all about the dark, the mysterious, the mysterious. It's all about the dark, the mysterious, the mysterious. It's all about the dark, the mysterious, the mysterious.

**2 "Tomb Raider"**  
Tomb Raider is a new trend in the nail art world. It's all about the dark, the mysterious, the mysterious. It's all about the dark, the mysterious, the mysterious.

**3 "Business Front"**  
Takes nail art to a new level of edgy and gothic. It's all about the dark, the mysterious, the mysterious. It's all about the dark, the mysterious, the mysterious.

Posted by J Ecochard at 9:20 AM  
Labels: Nail Art Trends, Nails, SpaNail by NailQuick

Home Older Posts

Subscribe to: Posts (Atom)

#### Popular Posts

**ALINA GERMAN S/S 2013 NYFW**  
Inglar Studios NYC London Cross clear lines with feminine details...love the flat shoes too---this collection modern and apoc...

#### Search This Blog

#### Translate

Select Language  
Powered by Google Translate

#### Blog Archive/ Click To Enlarge Images

- 2014 (244)
- ▼ 2013 (362)
  - December (41)
  - November (33)
  - October (28)
  - September (43)
  - August (27)
  - July (27)
  - ▼ June (33)

- BURTON APPAREL/PERFORMANCE WEAR +KIDS 2013/2014 Me...
- STEVE NASH FOUNDATION 6th ANNUAL SHOWDOWN IN CHINA...
- BURTON SNOWBOARDS/BI NDINGS, BOOTS, LUGGAGE 2013/14...
- GRANITE GEAR-NEW DAY BACKPACKS+CANOE /PORTAGE PACK...
- RUNNING Shoes by Newton, La Sportiva 2013
- VITABATH® Launches New Body Lotion @ Norwood Hote...
- DR. MARTENS FALL 2013 Footwear, Accessories, Cloth...
- ATHLETA FALL 2013 Lifestyle+Performance Apparel-Yo...
- Christopher Fischer Luxury Cashmere Collection Fal...

# **ATTACHMENT K**

Beauty Hotspot | SPANAIL by NailQuick

SPANAIL  
by NailQuick



I love my nails. I truly do. If you actually look at my Instagram, you'll see several photos of just my hands. Specifically showing off my latest manicure at different events like rereading "The Great Gatsby" before the movie premiere, or glowing in the dark as I open the hotel mini-bar at The Fairmont Royal York. Anyway, I've been sticking with one spot in New York and though I love the aftermath every time, you'd find me returning a few days later, just to replace a nail that popped off. Therefore, when I found out about SPANAIL by NailQuick, I thought, "It's worth a try."

Let me just say... I've been there twice and never has a nail chipped or popped off. Plus as they do an actual manicure where they care for your nails through soak treatments, cleaning cuticles, the whole nine yards, nary will your nails be dehydrated or weak.



SPANAIL by NailQuick is the first stateside location, but has over 70 locations in Japan. The salon offers gel manicures, nail color and nail care with new age ways of creating nail art known as "Tarashikomi"; a style based on old Japanese traditional water painting, therefore literally bringing an element of art to "nail art". My artist and General Manager, Maki Mochiyoshi, was trained for several years in Japan before being chosen to open the salon in SoHo. She's renowned for her attention to detail and true knowledge of proper nail management.

Located in the always stylish Soho, their décor was specifically chosen for the busy New York Lady. Hang your purse up on the tree branch hook next to you. Enjoy a calming cup of tea or cooling glass of water and let these artists beautify your nails, like no other place will.

Just a heads up, have a slight idea of what you want your nails to look like before your appointment. If not, check out their two downloadable apps for *NailParfait* and *Nail Catalogue*, for inspiration to create your own designs or just ones to replicate.

**Address:** 120 Sullivan Street (between Prince and Spring Streets)  
**Hours:** Monday– Saturday: 11am–9pm (last appointment at 8pm)  
Sunday and Holidays: 11am–7pm (last appointment at 6pm)



<http://stylecartel.com/beauty-hotspot-spanail-by-nail-quick/>

# **ATTACHMENT L**



## SpaNail by Nail Quick



Founded in Tokyo in 1996, this Japanese nail-salon chain is known for its elegant nail art and gel manicures, and its first U.S. location brings the relaxing spa experience to normally perfunctory nail care. The airy, intimate space fuses concrete walls (meant to embody New York) with Zen nature-inflected stylings, such as slatted-bamboo paneling, potted ferns and white-lacquer tree sculptures. Prepare to spend at least an hour having your paws pampered at the three-chair communal manicure table or one of four pedicure stations, featuring velvet sofas adorned with printed pillows for back support. Although pricey, SpaNail's basic manicures (40mins \$30) and pedicures (50mins \$45) are meticulous, thorough and so relaxing, you risk nodding off midtreatment. There are also OPI GelColor (hands 50mins \$40, feet 60mins \$55) and house-line Nail Parfait soak-off gel (hands 60mins \$50, feet 70mins \$65) versions, the latter of which is best suited for nail-art add-ons, such as marbling (\$10), ombrè (\$15) and Swarovski-crystal accents (\$1/crystal). Those in a rush can opt for an express mani (30mins \$20), quick polish change (hands 15mins \$10, feet 15mins \$15), basic filing (\$5) or buffing (\$10), or a restoration paraffin hand treatment (\$10).

<http://www.timeout.com/newyork/salons/spanail-by-nail-quick>

# **ATTACHMENT M**

Where to eat near the beach  
Five-star art on the LES

## New stores



## BEST NEW OPENING

### SPANAIL BY NAIL QUICK

Founded in Tokyo in 1996, this Japanese nail-salon chain opens its first U.S. location. Prepare to spend at least an hour having your paws pampered at the three-chair communal manicure table or one of four pedicure stations. Although pricey, SpaNail's basic manicures (40mins \$30) and pedicures (50mins \$45) are meticulous and so relaxing, you risk nodding off midtreatment. There's also a house-line Nail Parfait soak-off gel (hands 60mins \$50, feet 70mins \$65) version, best suited for nail-art add-ons, such as marbling (\$10), ombre (\$15) and Swarovski-crystal accents (\$1/crystal). Those in a rush can opt for an express mani (30mins \$20), basic filing (\$5) or buffing (\$10), or a restoration paraffin hand treatment (\$10). 120 Sullivan St between Prince and Spring Sts (646-476-3271, spanail.net). Mon-Sat 11am-9pm, Sun 11am-7pm.

### BAUBLEBAR POP-UP

Following a successful temporary shop in the Meatpacking District this February, the affordable jewelry e-tailer heads farther downtown for the summer with this 4,000-square-foot space. Stock up on mixed-material collars (\$36) and chunky crystal necklaces (\$40). Look out for upcoming collabs with wedding blog *Loverly* (*loverly*) and local jewelry brand Bing Bang NYC. 131 Greene St between W Houston and Prince Sts (*baublebar.com*). Mon-Sat 10am-8pm, Sun 11am-7pm. Through Aug 13.

### ELIE TAHARI POP-UP

The Israeli designer celebrates 40 years of his men's and women's brand with a temporary boutique, located within the company's five-story design headquarters (it joins a permanent Soho flagship). To give shoppers a behind-the-scenes look at



## Shopping & Style

← Elie Tahari stretch cotton-sateen ombre dress, \$399

← Planet Brooklyn Academy Pop Art-inspired tee, \$28

▼ Items of Interest Bedouin pillow, \$100

▼ BaubleBar pyramid-stud ID bracelet, \$26

the creative process, the 5,400-square-foot shop includes a live installation in the storefront windows featuring the label's pattern makers and sewers hard at work. On the racks you'll find the season's full collection of apparel for men (\$78-\$1,298) and women (\$68-\$1,798), shoes (\$198-\$485) and accessories (\$85-\$698), including silk cocktail dresses (\$368-\$998), wedge sandals (\$215-\$315) and fold-over clutches (\$398). Top picks for guys include patterned button-up shirts (\$168-\$198), linen shorts (\$148) and knit polos (\$98). 510 Fifth Ave between 42nd and 43rd Sts (212-763-2544, elietahari.com). Mon-Wed, Fri, Sat 10am-7pm; Thu noon-8pm; Sun noon-6pm.

### ITEMS OF INTEREST

While working as an interior decorator, New York School of Interior Design alum Susie Kurkowski found herself frustrated by the lack of whimsical housewares on the market. She opens this retail shop and showroom, specializing in unique furniture (\$200-\$5,000), lighting (\$200-\$2,000), artwork (\$350-\$2,000), rugs (\$150-\$3,500) and quirky home accessories (\$12-\$200), many from NYC designers. We love Bahia de Montarlot glass-topped hashtag-shaped tables (\$1,800), street artist George "Sen One" Morillo graffiti chairs (\$1,800) and Go Home reclaimed-wood bookshelves (\$1,400) that unfold to become dining tables. Smaller home upgrades include ReWined champagne-scented candles (\$28), Darzzi neon-accent geometric throws (\$84) and Girls Can Tell Brooklyn Bridge-adorned dish towels (\$14). 60 Fifth Ave between Bergen St and St. Marks Pl, Park Slope, Brooklyn (718-404-9185, ioi NYC.com). Tue-Fri noon-8pm, Sat 10am-7pm, Sun 11am-6pm.

### PLANET BROOKLYN ACADEMY

Brooklyn native Rob Norman has designed menswear for brands such as Nautica and Izod, and he opens a brick-and-mortar shop for his year-old label, dedicated to honoring his beloved borough. Norman makes casual streetwear (\$28-\$35)—mostly T-shirts—for men and women that reflects the individuality of the designer's hometown. Highlights for guys include tees (\$28) screenprinted with the brand's United States of Brooklyn logo. Ladies will find cheeky J'ADORE BROOKLYN varieties (\$28) and leopard-print versions (\$28). Check out the small collection of unisex accessories (\$35-\$50), including colorful baseball hats (\$35-\$45) and nylon duffel bags (\$45-\$50). Once you're shopped out, hit up the in-store Twisted Lemonade Factory stand to sip a classic lemonade (\$3-\$6) or pineapple-and-mint drink (\$4) while watching Kings County-centric videos screened from the film projector. 517 Atlantic Ave between Third and Fourth Aves, Boerum Hill, Brooklyn (646-867-0755, planetbrooklynacademy.com). Mon-Sat 11am-8pm, Sun noon-6pm.

Compiled by Danielle Brady, Gillian Fuller, Esther Shechtman, Cristina Velocci and Ava Yergo. Got store news? E-mail us at [shopping.ny@timeout.com](mailto:shopping.ny@timeout.com).

## EDITOR'S OBSESSION



Although Reebok is no stranger to collaborating with street artists (the brand has partnered with the estates of Keith Haring and Basquiat to create limited-edition kicks), the footwear company's latest endeavor might be its most ambitious yet. To celebrate the 30th anniversary of its old-school Classic Leather silhouette, the label tapped Brooklyn graffiti legend Stash to curate a roster of 12 international taggers from a dozen cities. Each designed a pair of men's sneakers that reflects their work and hometown metropolis. We're partial to the ones made by Bronx-raised artist Wane, who represents Gotham with these boldly accented suede shoes. **Reebok City Classics Wane** New York sneakers, \$80, available Mon 1 at Foot Locker, locations throughout the city; visit [footlocker.com](http://footlocker.com)—CV

Sneakers

## Customer Appreciation Month!

⊕ **15% off sex toys**  
with promo code: 40544

20+ YEARS



**Babeland**  
babeland.com

Sex toys for a passionate world.



0 7481

mysteries, scandals and must-sees.

High culture heats up this summer

# **ATTACHMENT N**

[SUBSCRIBE](#)  
[VIA RSS](#)  
[VIA EMAIL](#)

JUNE 27, 2013

## SPANAIL by Nail Quick is The Go-To Nail Art Spot!

by *Julia DiNardo*



There are some AMAZING perks to what I do, namely, getting the opportunity to try out an incredibly new nail spot as part of the gig! Courtesy of my friends at BlueSky PR and [SPANAIL](#), I was able to watch the talented **nail artist Maki** at work at the sparkling new **SPANAIL by Nail Quick location in New York City's Soho** neighborhood. The nail art craze has certainly become a global phenomenon, however Japanese nail artists are touted as the best, and now that the chain of upscale salons by Nail Quick have hit stateside, I was excited to try the experience and learn about the techniques, check out the salon, and learn about some of the cultural differences in the realm of nails and beauty.

### FashionPulseDaily

is all about shopping smarter via a very carefully curated selection of items we review and feature, as well as getting the best insider knowledge via our fashion and beauty news, events, happenings, interviews, and more.

TYPE & HIT ENTER TO SEARCH

SUBSCRIBE VIA EMAIL

ENTER YOUR EMAIL

CATEGORIES

SELECT CATEGORY

ARCHIVES

SELECT MONTH



FASHIONPULSEDAILY © 2014 ALL RIGHTS RESERVED. DESIGN + DEV

The wall of polishes was well-edited with a nice selection of shades from O.P.I. and *essie*, as well as a bunch of gel options to choose from at SPANAIL. Not quite sure how I wanted to use them, I couldn't decide between these two *essie* shades (pictured above), so I nabbed them both of the wall. While enjoying my pedicure, I grabbed a Wall Street Journal that had been floating around in my purse for some time, and was given a delicious cup of tea while my tootsies soaked in the warm bath.



As you can probably tell just by looking at this pedicure stations (pictured above) the salon is impeccably designed, melding Japanese design within the signature elements of SoHo, such as exposed brick and lofted ceilings. I had such a gentle, yet thorough pedicure, that I was almost too relaxed to read or talk! It was absolutely wonderful, and although I picked out the *essie* polish, I let my nail tech, Maki, decide on the design. She chose some delicate stones and carefully placed them into pyramid design at the base of my big toe nails.

#### INSTAGRAM



Fast Free Shipping Worldwide

#### JUST ARRIVED



#### SHOP NECKLACES

#### FEATURED

[Get this widget](#)



#### Highlighted Content of the Week:

**Mon: Personal Style**  
**Tues: Beauty News**  
**Weds: The It Accessory**  
**Thurs: Collection Sneak Peek**  
**Fri: Fashion Pulse Flash**  
**The Weekend: Wildcard!**



While chatting with the team at SPANAIL, who had all come to the USA from Japan, I learned that the company trains their nail artists, who go through a rigorous process to be certified and up to par with the high quality standards. I also found out that regular polish as we know it doesn't really exist anymore in Japan; it's all about the gel polish, and pretty much everyone gets gel for its long lasting effects, especially when nail art is concerned. Since the special nail add-ons is what SPANAIL does best, you can choose on its [menu](#) from everything from a funky French, marble or graduation design, to the addition of stones, hand drawn designs, and more.



The salon has a selection of nail art to choose from (see above), but you can always advise on something specific that you'd like and may not see. Maki told me she has done everything from write names on nails to even freestyle a bird design. Speaking of designs...

Shop my store

ON ETSY



TAP

[TheFPDTumblrPageofAccessories!](#)



I again gave Maki free reign on my digits, and the final result was this mix of half and half color and stones – just lovely! It was a wonderfully relaxing and luxurious experience at SPANAIL, which I certainly plan to return to soon and highly recommend for NYC dwellers and visitors alike. Prices start at **\$30 for a manicure and \$45 for a pedicure**, with treatments such as **paraffin at \$10** and **nail art from \$10**.

*SPANAIL by Nail Quick is located at 120 Sullivan Street (bet. Prince & Spring), from Mon.–Sat. 11am–9pm and Sun and holidays. 11am–7pm; call ahead to make an appointment at 646.476.3271.*

COMMENTS (3)  
POSTED IN *Shopping*



YOU MAY ALSO LIKE



*Sally Hansen Hearts Nail Art*



*The Lowdown on the Fall Nail Trends with COVERGIRL Celebrity Manicurist, Ayana Clark*



*DIY Nail Art Tutorial: The Half Moon Manicure*



*DIY NAIL Art Tutorial: The Braided Look*



*Sally Hansen's Latest Products: Nail Polish, Lip Care and Hair Remover!*

SUBSCRIBE · VIA RSS · VIA EMAIL

## Comments

**BRAMLET SAYS**

You have gross hairs on your big toe. May want to consider dealing with that before posting a high res photo better yet, here's another word for you...retouch.

**JULIA DINARDO SAYS**

Yep, maybe I have gross hairs on my big toe, but guess what? I'm human! We all do — I run a blog, not a magazine, and I think if I retouched every little detail and airbrushed out the real me it wouldn't be... a blog.

**SPANAIL ART FOR VALENTINE'S DAY | FASHION PULSE DAILY SAYS**

[...] isn't going away anytime soon. My favorite stop in New York City for unique digit designs is SPANAIL by Nail Quick in Soho (where I first visited back in June), and recently re-visited to have some lighthearted Valentine's Day-inspired art [...]

## Leave a Comment

NAME \*

EMAIL \*

WEBSITE



CAPTCHA CODE

\*

COMMENT

[POST COMMENT](#)

[« PREVIOUS](#)

[NEXT »](#)

# **ATTACHMENT O**

By Roopika Malhotra | July 1st, 2013 |

★ Save this gallery 0 Comments

## SUMMER 2013: WHAT'S NEW IN NAILS?

< PHOTO 5 OF 10 >



### Japanese nail art

Leading Japanese nail art salon chain **Spa Nail**—which creates intricate, tiny masterpieces on your fingernails—just opened in New York City. Known for multi-dimensional designs including beads and crystals, and a new technique known as *Tarashikomi*, which is based on the very old tradition of Japanese water painting, here's to hoping the chain brings its talent to more cities across the country.

**MORE:** [Your Guide to Non-Toxic Polish](#)

Available for adults and children at risk for severe allergic reactions

Learn about this treatment option.

[Go now](#)

© 2002-2013 Janoff-oventis U.S. LLC.  
US EAI 13.03.042

SANOVI

<http://www.youbeauty.com/body-fitness/galleries/summer-2013-nail-trends#5>

# **ATTACHMENT P**

## Test-Drive: The UV-Free Parfait Manicure



My usual DIY mani has an average lifespan of about 24 hours before the chipping, picking, and peeling begin. Gel manicures have always intrigued me, but the idea of toasting my hand under UV light for an hour makes me squirm. So I got excited when I heard about the U.S. launch of the new LED **Parfait manicure** from NailQuick. I ventured downtown to [Spanail](#), the first international outpost of the Japanese brand, to give the Parfait a try.

Like regular gel manicures, the process involves a basecoat, two color gel coats, optional nail art, and a topcoat, all of which are applied using a small nail paintbrush. Unlike the original, though, Parfait gel works with LED light. “The lights have no UV emissions and a longer life, and are more efficient,” says Naoko Banno, CEO of NailQuick. After each coat, you place your hands under a touch-activated LED light for just five seconds (the base- and topcoats are left in for 30 seconds). That’s all it takes to dry. Full disclosure: I did feel a subtle burning feeling on my nails when they were under the light after the basecoat. But I loved the shiny, superdurable results—worth the \$50 in my book.

Removal is a more time-consuming process, however: It takes at least 30 minutes and costs \$15. Each nail is covered in a piece of cotton soaked in acetone remover and then tightly wrapped in tinfoil. Hands are then placed into electric heating mitts that help to speed up the process. After about 30 minutes, all wrappings are removed and the technician uses a birch wood stick to gently remove the polish.

<http://www.allure.com/beauty-trends/blogs/daily-beauty-reporter/2013/07/introducing-uv-free-parfait-ma.html>

# **ATTACHMENT Q**

## *The Best Nail Art Salons in Your City*

By Sarah Ferguson, Assistant Digital Producer

Nude hues may be making more frequent appearances on our fingers as of late, but don't get it twisted—nail art isn't dead. Glittery, three-dimensional designs will always hold a special place in our hearts *and* on our nails.

While we admire (and envy!) all of you brave DIYers, we like to leave the intricate work to the pros. Agree? Click through below to find out where to get totally tricked-out nails in a city near you.

✓ Like  You and 171 others like this.

 Tweet 23



### *New York*

#### SpaNail NailQuick

Japan's leading nail innovator, NailQuick, recently opened its first stateside outpost in SoHo. Visit the serene space for soft and pretty designs created using a technique based on Japanese water painting.

120 Sullivan Street, 646-476-3271, [spanail.net](http://spanail.net)

<http://www.luckymag.com/beauty/2013/06/the-best-nail-art-salons-across-the-country>

# **ATTACHMENT R**

## THE DENI ISSUE

STARRING

EMMA ROBER



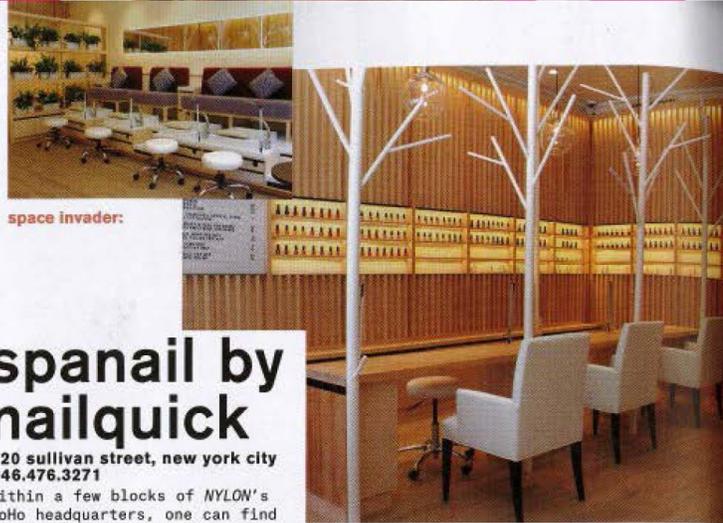
JEAN THERA CUT I STUD RIP I ROCK

# 17

PERFECT PAIRS

- ACNE
- AG JEANS
- CRIPPEN
- D-ID
- DKNY
- JEANS
- G-STAR
- GUESS
- HUDSON
- J BRAND
- LEVI'S
- MOTHER
- PAIGE
- TRUE
- RELIGION
- VIGOSS
- 7 FOR ALL MANKIND

LASH OUT: MIRACLE MASCARAS



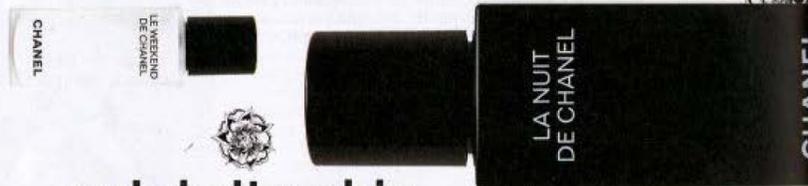
space invader:

### spanail by nailquick

120 sullivan street, new york city  
646.476.3271

Within a few blocks of NYLON's SoHo headquarters, one can find myriad Japanese exports: restaurants offering ramen and izakaya deliciousness, popular retail spots like Muji, Kiteya, and R by 45 rpm. And now, the Tokyo-based NailQuick has entered the fray with SpaNail, the company's first location (out of 70-plus) outside of Japan. With so many salons, you'd expect all of them to be carbon copies, but the owners prefer to customize the décor based on each shop's environs. For this spot, the overall design inspiration is "SoHo classic meets Japanese modern," says salon manager Maki

Mochiyoshi. And with bamboo slats over raw brick, hardwood floors, and metal "trees," it succeeds in fitting into the neighborhood while creating an oasis of calm amidst the bustle. Beyond the Zen design and cup of green tea, Mochiyoshi is looking forward to introducing customers to the newest nail trends from Japan, including Tarashikomi, or "drop art," a design inspired by traditional Japanese water paintings that involve mixing acrylic and water to create a marbled effect. JT



### celebrity skin

Model-slashies have been a thing for a while, but few have found long-term success in their non-model professions. For Diane Kruger, however, branching out has certainly worked in her favor. She's been an actress for so long that most people have forgotten that she started out as a model. Since her 1996 breakout moment with a Chanel fragrance campaign, she's remained in the

fashion house's good graces, often front and center at the couture shows, and attending swank parties on the arm of designer Karl Lagerfeld (whom she calls her "godfather"), decked out head-to-toe in his creations. Now she's been named

the first celebrity face of the brand's skincare, which makes sense since the woman is practically incandescent (though dating Joshua Jackson might be partly responsible). She first graces ads for Resynchronizing Skincare, a trio of products formulated for specific times of the day and week. There's Le Jour, containing salicylic acid to target pores and jasmine extract

to energize skin; Le Nuit, with soothing frankincense extract and hydrating hyaluronic acid; and Le Weekend, which softens skin with exfoliating glycolic acid and calms with rose water. Used together, the regimen is basically facial rehab. KD  
**chanel le jour, \$85; la nuit, \$85; le weekend, \$115; chanel.com**



diane kruger photographed by oiles-marie zimmermann for chanel. still lifes by rowa les

AUGUST 2013  
DISPLAY UNTIL 8/26



nylonmag.com

# **ATTACHMENT S**

# the beauty wall

HOME MAKEUP STYLE PRODUCT REVIEWS GIVEAWAYS EVENTS Q & A WELLNESS

## IN GOOD HANDS!



SpaNail by Nail Quick



Tight shot of my Parfait Manicure

If you knew you could have a gorgeous manicure that would look as great on day 20 as it looked on day 1 wouldn't you jump at the chance? Sounds like what we all did with gel manicures, that is until we discovered the potential consequences of lengthy exposure to the dangerous UV light that these required. I'm not willing to risk my health for a manicure and there's no reason you should either.

Lucky for us then that SPANAIL just opened their first overseas shop of Japan's prestigious salon Nail Quick where their safe Parfait Gel Manicure starts at \$50. The process is similar to the usual gel manicure, a base coat followed by two color gel coats, optional sparkles, gems or other art and a topcoat, but each coat of gel is followed by up to only 5 seconds under the touch activated safe LED light instead of way more time under a UV light. I'm ecstatic with my Swarovski crystal studded, super-super-shiny, extra-durable, safe and chip-free-for-close-to-a-month results! Feel free to choose neutral tones (like I did) or get "notice me" nails in bright, fun, extra-creative colors and designs. Make an appointment at SPANAIL, 120 Sullivan Street, NYC. 646-476-3271, [www.spanail.net](http://www.spanail.net).

If you're not in the NYC area or are more the do-it-yourself type who's just looking for beautiful colors with incredible shine I highly recommend SinfulColors' SinfulShine with Gel Tech. It's a self-curing polymer formula that's five times glossier than patent leather! At only \$2.99 with 32 shades to choose from you'll want to snap them all up. Connect with their [facebook page](#) or purchase SinfulColors' SinfulShine with Gel Tech exclusively at Walgreens and [walgreens.com](http://walgreens.com).

welcome!

ABOUT THE BEAUTY WALL

find us elsewhere



subscribe via email

Enter your email address:

Subscribe

search

type and hit enter

recent posts

- Fashion Week – Trend Spotting at Tess Giberson
- Step Away from the Energy Drink!
- The Top Knot
- Suit Up!
- August 6th is Fresh Breath Day!!!

recent comments

- Nancy on The Top Knot
- Allie Busam on The Top Knot
- Nancy on Nancy Answers: How do I keep my eye makeup from smudging and smearing?

August 12, 2013 3 Comments

beauty blog, by Nancy Weinberg Simon, Gel Nails, nail care, Nail Quick, Parfait Manicure, Safe Gel Manicure, SinfulColors SinfulShine, SPANAIL, The Beauty Wall, thebeautywall.com, www.thebeautywall.com

1

Purchase Youtube Views on Opening Ceremony's Fall/Winter 2014 Runway Nail Look

bekijk de video on Opening Ceremony's Fall/Winter 2014 Runway Nail Look

3 RESPONSES TO "IN GOOD HANDS!"

Add Comment



Renee

August 12, 2013 at 10:28 am

so pretty!!! love.....!

REPLY



nancy

August 12, 2013 at 9:06 pm

Thanks! It's pretty amazing what they can do...next time I'll be a bit more adventurous.

REPLY



lisa weinberg-abramovitz

August 13, 2013 at 8:33 pm

I loved it in person 😊

REPLY

submit a comment

Your email address will not be published. Required fields are marked \*

Name \*

Email \*

Website

 CAPTCHA Code\*

archives

- September 2014
- August 2014
- July 2014
- June 2014
- May 2014
- April 2014
- March 2014
- February 2014
- January 2014
- December 2013
- November 2013
- October 2013
- September 2013
- August 2013
- July 2013
- June 2013
- May 2013
- April 2013
- March 2013
- February 2013

categories

- Deals
- Events
- Fashion
- Fitness
- Fragrance
- Giveaways
- Green Living
- Hair Care
- Jewelry
- Makeup
- Nails
- Photography
- Product Reviews
- Q & A
- Skin Care
- Style
- Uncategorized
- Wellness

Comment

[HOME](#) [MAKEUP](#) [STYLE](#) [PRODUCT REVIEWS](#) [GIVEAWAYS](#) [EVENTS](#) [Q & A](#) [WELLNESS](#)

© 2013 The Beauty Wall. Email us at [nancy@thebeautywall.com](mailto:nancy@thebeautywall.com).

# **ATTACHMENT T**

[HOME](#)

[FASHION](#)

[BEAUTY](#)

[VIDEOS](#)

[ABOUT](#)

[PRESS](#)

[WORK WITH US](#)

NORDSTROM **THANK YOU.** *sincerely, your feet*  [SHOP COMFORT SHOES >](#) **FREE SHIPPING** **FREE RETURNS** ALL THE TIME.

[SUBSCRIBE VIA RSS](#)  
[VIA EMAIL](#)

JANUARY 14, 2014

# SPANAIL Art for Valentine's Day

by Julia DiNardo



[Samples of Valentine's Day Nail Art at SPANAIL in Soho]

Monochromatic digits will always be a classic look, however when your hands are... in the right hands, nail art, even for one finger on each hand, adds a fashion element to your fingers! As the runways continue their love affair with nail art, it goes to show that nail decor isn't going away anytime soon. My favorite stop in New York City for unique digit designs is [SPANAIL by Nail Quick in Soho \(where I first visited back in June\)](#), and recently re-visited to have some lighthearted Valentine's Day-inspired art done!

## FashionPulseDaily

is all about shopping smarter via a very carefully curated selection of items we review and feature, as well as getting the best insider knowledge via our fashion and beauty news, events, happenings, interviews, and more.

TYPE & HIT ENTER TO SEARCH

[SUBSCRIBE VIA EMAIL](#)

ENTER YOUR EMAIL

[CATEGORIES](#)

SELECT CATEGORY

[ARCHIVES](#)

SELECT MONTH



[Nail Quick gel polish pots]

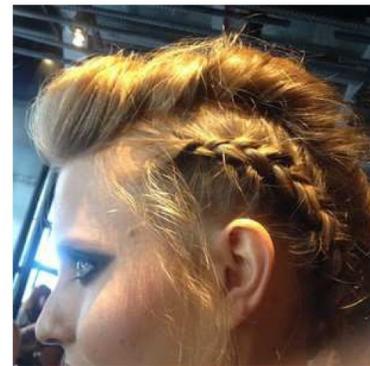
SPANAIL's manager and artist extraordinaire, Maki, worked on my nails again, using SPANAIL's own gel brand, **Nail Quick**, which is the most incredible nail gel I've ever experienced! Each application only **took literally five seconds to try**; I barely placed my hand in the dryer before it was shutting off. Since I'm always short on time, the lengthy time commitment it takes to do gel polish is always a deterrent for me, but with Nail Quick's polish, it actually was quite a breeze.



[My Valentine's Day manicure in progress]

The gorgeous, goopy pots of gel color looked like sticky shimmery lip gloss, which Maki carefully applied with precision to my nail tips, creating not a French tip, but rather hearts, all in different hues, on my nails. The stunner was surely my ring fingers, each adorned in a metallic gel hue and completed with four tiny bulbous crystals for an extra blingy effect. Besides the actual artwork, the overall manicure was meticulous and totally relaxing; my cuticles were repaired and hydrated, the buff was gentle yet effective, all the while I chatted away with the artists and sipped on the delicious green tea.

### INSTAGRAM



Fast Free Shipping Worldwide

### JUST ARRIVED



### SHOP NECKLACES

### FEATURED

[Get this widget](#)



### Highlighted Content of the Week:

- Mon: Personal Style
- Tues: Beauty News
- Weds: The It Accessory
- Thurs: Collection Sneak Peek
- Fri: Fashion Pulse Flash
- The Weekend: Wildcard!



[My finished SPANAIL manicure]

In the coming months I will surely be finding every excuse under the sun to head to Soho for a visit to SPANAIL... will you be doing the same? Call 646.476.3271 to schedule an appointment at SPANAIL in SoHo (120 Sullivan Street (bet. Prince & Spring), the Tokyo-based nail salon's first overseas location!

Full Disclosure: SPANAIL provided complimentary nail art services to Fashion Pulse Daily.

Shop my store  
ON ETSY



COMMENTS  
POSTED IN *Beauty*



YOU MAY ALSO LIKE



*The Lowdown on the Fall Nail Trends with COVERGIRL Celebrity Manicurist, Ayana Clark*



*Zoya's Nail Polish Exchange for 2013 and Dermelect's Summer 2013 Lacquer Collection*



*The Best of Backstage Beauty: Nails*



*DIY NAIL Art Tutorial: The Braided Look*



*Sally Hansen Hearts Nail Art*

SUBSCRIBE · VIA RSS · VIA EMAIL

TAP

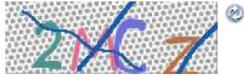
[TheFPDTumblrPageofAccessories!](#)

Leave a Comment

NAME \*

EMAIL \*

WEBSITE



CAPTCHA CODE

\*

COMMENT

POST COMMENT

[« PREVIOUS](#)

[NEXT »](#)

# **ATTACHMENT U**

NEW YORK FRENCH CONNECTION
TOUTES LES EXCURSIONS BONS PLANS
L'AGENDA DE NY
ON EN PARLE
VOUS REMERCIEMENTS
QUI SUIS-JE ?



Accueil
L'Essentiel avant de partir
Toutes les Destinations
Tous les Mois
Tous les Bons Plans
Les Exclus BPVNY
Le Forum

**Vous êtes ici :** Les Bons Plans pour un voyage à New York » Tous les Bons Plans » Bons Plans Girly » Spanail, le bon plan girly de Soho pour la manucure-pédicure

### Spanail, le bon plan girly de Soho pour la manucure-pédicure

Posté par Alex les bons plans le 2 mai 2014 | 3 Commentaires




Lors de votre voyage à New York, vous allez forcément avoir envie de faire une petite mani-pedi à la Carrie Bradshaw, non?

Et bien là, justement je vous propose de découvrir le superbe salon appelé Spanail et situé à Soho.

Non, je ne l'ai pas essayé pour vous mais c'est ma petite femme et sa copine Adèle qui ont eu la lourde tâche de faire les testeuses.

Par contre, c'est à moi que revient la tâche de la présentation.

Donc je vais essayer d'être précis les filles, et si vous voyez des incohérences, dites le moi.

Par contre, sachez que pour vous, j'ai quand même réussi à avoir une offre spéciale BPVNY que je vous présenterai plus bas, donc c'est parti pour la présentation de Spanail à Soho.



**Sommaire :**

**Spanail, le bon plan girly de Soho pour la manucure-pédicure**

- De quelle origine est Spanail ?
- Quelle est l'ambiance de Spanail ?
- Que propose Spanail à New York ?
- Quels sont les tarifs ?

**Préparez-vous un SÉJOUR SUR MESURE !**



BILLETS D'AVION



HÔTEL OU APPART.



EXCURSIONS



TOUR EN HELICO



SPECTACLES



ÉVÈNEMENTS SPORTIFS

Téléchargez l'application BONS PLANS NEW YORK



Simple - Pratique - Utile  
iOS & ANDROID

**PLUS**

D'ESCAPADES PLUS DE RIGOLADE

Retenez-vous votre Vol + Hôtel et économisez PLUS

ebookers

**À réserver avant de partir :**



**New York City Pass**

Les meilleures attractions pour un premier voyage à New York...  
Faites plus de 40% d'économie !



**New York Pass**

Un pass pour plus de 80 visites !  
Plus de 300 dollars d'économie sur le top 10 des attractions !



**Tour en hélicoptère**

Osez une expérience exceptionnelle et offrez-vous une vue à couper le souffle !  
Maintenant à partir de 110 euros !



**Bus Hop-on Hop-off en français**

Réserver votre tour en bus pour découvrir New York sans stress et sans effort !  
Audioguide en français !



**Sports à New York**

Réserver vos places pour les plus grands matches de Basket, Baseball ou encore Football américain ! It's showtime !

- | Le bon plan spécial BPVNY à Spanail : un soin offert
- | Comment réserver ?
- | Quelles sont les coordonnées de Spanail ?
- | Un dernier bon plan ?
- | Quelques autres photos

### De quelle origine est Spanail ?

Spanail est en fait le premier salon aux Etats-Unis de la société japonaise **Nail Quick** fortement implantée au Japon et notamment à Tokyo avec plus d'une quarantaine d'adresses. Ayant voulu se développer en dehors de leurs frontières, Nail Quick a décidé d'installer son salon dans le quartier de Soho à New York. Il s'est ouvert en Mars 2014 et est donc tout récent et tout neuf 😊



### Quelle est l'ambiance de Spanail ?

Spanail a souhaité conserver ses origines avec une vraie touche japonaisante : du bambou au mur, des petites plantes vertes, des couleurs pastelées, une musique douce et un esprit zen et apaisant où se sent bien dès qu'on y entre.



### Transport en Shuttle

Le transfert aéroport / Manhattan en Shuttle, une solution sûre et économique !  
À partir de 12 euros le voyage !



### Soirée dîner-croisière

Dînez sur un yacht entre amis ou en amoureux, et profitez du soleil couchant sur la skyline !  
Pour une soirée exceptionnelle !

GO



### Sex and the City Tour

Lancez-vous sur les traces de Carrie Bradshaw et de ses trois inséparables amies !  
Visitez les lieux d'une série mythique !

GO



### Location d'une Limousine

Pour un transfert aéroport / Manhattan, ou pour une balade VIP dans New York City !  
Champagne, musique et Limo !

GO



### Spectacles à Broadway

Réservez vos billets pour un show musical haut en couleurs à Broadway !  
Mamma Mia, Le Roi Lion et plus encore !

GO



### Facebook :

Retrouvez-nous sur Facebook

 **Les Bons Plans pour un Voyage à New York**  
J'aime

 **Les Bons Plans pour un Voyage à New York**  
2 h

Good Night New York !!!  
<http://www.bons-plans-voyage-new-york.com>  
@Greg Lebreton... Afficher la suite



34 852 personnes aiment Les Bons Plans pour un Voyage à New York.



Module social Facebook

### Les exclus Bons Plans Voyage New York :



### Les bons plans BPVNY

Retrouvez tous les bons plans et retours d'expérience mis en partage par la communauté BPVNY !  
Parce que ce site est aussi le vôtre !

Vous pourrez vraiment passer un bon moment pour vous relaxer après de longues heures de marches dans les rues de New York.



#### ▲ Que propose Spanail à New York ?

Le salon Spanail de New York propose de multiples types de soins de manucure-pédicure. **En manucure**, vous pourrez faire une beauté des mains (nail care), mettre du simple vernis (polish), du vernis semi permanent coloré (Soak Off et/ou OPI Brush-on Manicure), un soin à la paraffine, un gommage des mains, un massage et toute sorte de Nail Art : french manucure, vernis marbré, vernis avec dégradé de couleurs.



Et **en pédicure**, c'est à peu près la même chose ... mais pour les pieds : beauté des ongles (foot care), mettre du simple vernis (polish), du vernis semi permanent coloré (Soak Off et/ou OPI Brush-on Pedicure), un gommage, un massage et toute sorte de Nail Art : french pedicure, vernis marbré, vernis avec dégradé de

**Les apéros BPVNY**  
Participez à un apéro BPVNY et partagez vos bons plans entre Frenchies tous les mardis soir à la Cave à manger OCabanon !  
*Détente et convivialité garanties !*

**Les soirées clubbing BPVNY**  
Inscrivez-vous sur une des listes VIP Bons Plans Voyage New York pour entrer dans les boîtes les plus branchées de la ville !  
*Profitez de cette offre exclusive !*

**Les visites guidées BPVNY**  
Élise, une guide française, vous propose des visites BPVNY en petit comité pour découvrir New York autrement !  
*Des visites 100% originales !*

**Les tours photo BPVNY**  
Et si vous vous laissez tenter par un cours de photo en français à New York, animé par un professionnel !  
*Obtenez le meilleur de votre appareil photo !*

**La photo-souvenir "I love BPVNY"**  
Vous aussi, faites une dédicace à la communauté des Bons Plans pour un Voyage à New York !  
*Votre photo publiée sur le site !*



#### Préparez votre voyage :



**Surveillez les promos !**  
BPVNY rassemble pour vous les meilleures promos du moment ! Stay tuned !



**Réservez un vol + un hôtel**  
Trouvez des séjours moins chers en faisant d'une pierre deux coups !



**Réservez un hôtel**  
Consultez les prix et les avis sur le site référence des réservations en ligne !



**Louez un appartement**  
Un autre très bon site pour trouver des appartements à louer !



**Louez une voiture**  
Louez une voiture pour vos excursions autour de New York et au-delà !

#### La Newsletter BPVNY :

Inscrivez votre adresse email et recevez chaque mois des bons plans et des infos exclusives sur New York ! [En savoir plus...](#)

Je m'abonne

#### New York French Connection

Envie de New York ?  
Rejoignez le premier réseau social dédié au voyage à New York !



couleurs.



Comme vous pouvez voir juste au-dessus, Céline est bien installée sur les petits fauteuils bien confortables.

Et il faut souligner qu'il n'y a aucun souci d'hygiène. Tout est très propre.

Vous noterez enfin que chaque soin a un nom d'un **quartier branché de Tokyo** : Aoyama, Ginza, Shibuya, Yokohama, Asakusa ...



#### Quels sont les tarifs ?

Cela dépend bien sûr du type de soins que vous souhaitez faire.

Sachez que les tarifs ne sont pas les moins chers de New York. Si vous allez du côté de Chinatown, vous trouverez forcément moins cher, mais pour le coup, vous vous sentirez aussi moins à l'aise, l'hygiène ne sera pas parfaite, vous serez moins chouchoutée et les soins seront sûrement de moins bonne qualité.

Bref on sait pourquoi on paie ces prix !!!

Consultez les Bons Plans de  
**L'AGENDA**



Réservez vos places pour la  
**NBA, NFL etc.**



Réservez votre tour en  
**HÉLICO**



Trouvez tous les Bons Plans  
**EXCURSIONS**



Réservez vos tours  
**CITYSIGHTS**



Ainsi comme vous pouvez le voir sur le tableau ci-dessous, les soins pour les mains vont de \$20 à \$100, et de \$15 à \$65 pour les pieds.

MANICURE TAX EXCLUDED		ADDITIONAL SERVICES	
AOTAMA CI ASSIE - BASE MANICURE	30	FRENCH	20
GINZA MODERN - GEL GEL	40	MARBLE	10
SHIBUYA DEL KING - GEL	50	SEPARATION	15
YOSHIZAWA ARTISTIC - EXTENSION	100	1. SWAROVSKI CRYSTAL STONE	1
OSAKA EXPRESS - GEL	25	ILLUSTRATION	
POLISH CHANGE	10	PARAFFIN PACK FOR HANDS	10
GEL SOAK OFF	15	SPA TREATMENT FOR HANDS	75
HARD GEL OFF	30	SILK WRAP PER NAIL	5
<b>PEDICURE</b>		GEL FILLING PER NAIL	10
NIDOMBAH SWEET - PEDICURE	45	FILING ONLY	5
ASAKUSA OGGI - GEL GEL	55	BUFFING ONLY	10
SHINJUKU FLEANT - GEL	65	HAIR CARE FOR MEN & WOMEN	10
BASIC CARE - CARE ONLY	35	KIDS POLISH	15
POLISH CHANGE	15		
GEL SOAK OFF	15		
HARD GEL OFF	30		
		NO REFUND FOR SERVICES	



#### Le bon plan spécial BPVNY à Spanail : un soin offert

Si vous réservez un soin en disant que **vous venez de la part de « Alex from BPVNY »**, on vous offrira un **soin à la paraffine**, appelé « Paraffin Pack for hands ».

Ce soin qui coûte normalement \$10, est un soin complet de remise en forme des mains qui permet de réparer, hydrater et adoucir la peau des mains.

C'est un bon plan Girly non ? 🤔👉



#### Comment réserver ?

Si vous souhaitez venir faire un soin chez Spanail, il faut absolument réserver, car ce n'est pas le type de salon à recevoir 15 clients en même temps.

Ainsi prenez rendez-vous quelques jours à l'avance soit par mail ([soho@spanail.net](mailto:soho@spanail.net)) , soit par téléphone ou

alors en passant directement au salon.



#### Quelles sont les coordonnées de Spanail ?

Site internet : [spanail.net/salon/ny\\_soho](http://spanail.net/salon/ny_soho)

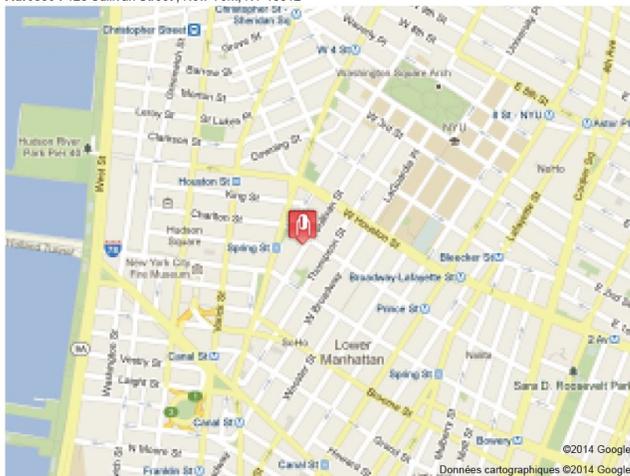
Site internet de la maison mère : [nailquick.co.jp](http://nailquick.co.jp)

Page facebook : [facebook.com/SpanailNailQuick](https://facebook.com/SpanailNailQuick)

Téléphone : 646-476-3271

Heures d'ouverture : tous les jours de 11h à 21h (dernier rendez-vous à 20h) sauf le dimanche de 11h à 19h (dernier rendez-vous à 18h).

Adresse : 120 Sullivan Street , New York, NY 10012



#### Un dernier bon plan ?

Non seulement vous serez bien reçu, mais en plus vous pourrez accéder au WIFI du salon gratuitement. Donc n'hésitez pas à demander le mot de passe quand vous faites faire la pédicure, car quand vous ferez la manucure, ce sera plus compliqué 😊

#### Quelques autres photos :

Pour finir quelques autres jolies photos du salon et de la séance test :



**Vous aimerez sûrement aussi :**

- Les 10 commandements pour préparer son voyage à New York
- Tout savoir pour faire un vol en hélicoptère à New York
- Fette Sau, le restaurant BBQ et Bio de Williamsburg (Brooklyn)
- Une croisière pour le réveillon du Jour de l'An 2015 à New York ?



**Laisser un commentaire**

Votre adresse de messagerie ne sera pas publiée. Les champs obligatoires sont indiqués avec \*

Nom \*

E-Mail \*

Site web

Commentaire

Vous pouvez utiliser ces balises et attributs HTML : <a href="" title=""> <abbr title=""> <acronym title=""> <b> <blockquote cite=""> <code> <del datetime=""> <em> <i> <q cite=""> <strike> <strong>

Cochez cette case pour être informé(e) par mail des prochains commentaires sur cet article.

Laisser un commentaire

**3 réponses à l'article : " Spanail, le bon plan girly de Soho pour la manucure-pédicure "**

 **alexandra83** dit :  
4 mai 2014 à 11:38  
merci, ça va être sympa ce petit moment de détente

Répondre

 **laureline24** dit :  
3 mai 2014 à 15:33  
Ca à l'air super chouette. Un bon plan à glisser dans son planning !  
Merci les filles d'avoir testé pour nous !

Répondre

**Laisser un commentaire**

Votre adresse de messagerie ne sera pas publiée. Les champs obligatoires sont indiqués avec \*

Nom \*

E-Mail \*

Site web

Commentaire

Vous pouvez utiliser ces balises et attributs HTML : <a href="" title=""> <abbr title=""> <acronym title=""> <b> <blockquote cite=""> <code> <del datetime=""> <em> <i> <q cite=""> <strike> <strong>

Laisser un commentaire

Les Bons Plans pour un Voyage à New York © 2008-2014 Alexandre Vendé.  
Site créé et réalisé par Alex les Bons Plans.  
Version anglaise :  | Version espagnole :   
Les Partenaires 1 | Les Partenaires 2 | Les Partenaires 3 | Les Sites Amis



Ce site est mis à disposition selon les termes de la licence Creative Commons Attribution - Pas d'Utilisation Commerciale - Pas de Modification 4.0 International.  
RSS | Newsletter | Contact | Dossier de presse | Mentions Légales

# **ATTACHMENT V**



# Spanail By Nail Quick

★★★★☆ 4 reviews [Details](#)

Nail Salons [Edit](#)



**120 Sullivan St**  
New York, NY 10012  
b/t Spring St & Prince St in South Village

[Get Directions](#)

A C E Spring St. and 2 more stations  
(646) 476-3271  
spanail.net



## Recommended Reviews

Yelp Sort [Date](#) [Rating](#) [Elites](#) English 4

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more.](#) ✕



**Tara F.**  
Manhattan, NY  
0 friends  
1 review

★★★★★ 3/25/2014  
First to Review

I have been an avid fan of Marie Nails for the past year; however, it can be very difficult to get an appointment there and forget about walking in! So I decided to try Spanail, which is just two blocks from Marie and I'm very happy I did. The salon is clean and quiet, very pleasant. They took me right away (I worry about that in the future; this place is a hidden gem!). Muki (I believe that was her name) did an AWESOME job on my gradation. I got NP gel with dark pink to light pink gradation and it looks gorgeous. The only con is that it's a bit pricey (gel mani with gradation runs about \$65), but I've gotten lots of compliments and honestly it's about the same Marie would charge! I will definitely be back.



**Dora H.**  
Staten Island, NY  
5 friends  
21 reviews

★★★★☆ 6/19/2014  
1 check-in

I was able to have an OPI gel pedicure done midday during the week without an appointment. I was the only one there during my pedicure, so it was tranquil. The decor is clean and modern, very different from your usual nail salon. I was offered a cup of green tea while I had my nails done. They name their manis and pedis with Japanese landmarks, but they don't mean that there's anything unique to the treatment. Mine was called the Asakusa Pedicure, but it was just like any other gel pedicure, no extra bells and whistles. It was a little pricey, but the work the technician put into prepping my toes for the gel polish was meticulous and a couple weeks later, it's still pristine.

[Book an appointment](#)

Today 11:00 am - 9:00 pm [Open now](#)

[Work here? Claim this business](#)

### Hours

<b>Mon</b>	11:00 am - 9:00 pm
<b>Tue</b>	11:00 am - 9:00 pm
<b>Wed</b>	11:00 am - 9:00 pm <a href="#">Open now</a>
<b>Thu</b>	11:00 am - 9:00 pm
<b>Fri</b>	11:00 am - 9:00 pm
<b>Sat</b>	11:00 am - 9:00 pm
<b>Sun</b>	11:00 am - 7:00 pm

[Edit business info](#)

### More business info

Accepts Credit Cards **Yes**  
By Appointment Only **No**



**Tara F.**  
First to review

### People also viewed



**Ku's Nail & Spa**  
★★★★☆ 28 reviews



**Marie Nails**  
★★★★☆ 79 reviews



**Sullivan Nails**  
★★★★☆ 7 reviews

[Work Here? Claim this Business](#)



**Leigh Ann O.**  
Manhattan, NY  
0 friends  
4 reviews

★★★★☆ 8/13/2014

Needed a place to get a pedicure near the office, and this is my new go-to spot. Clean, quiet, and tranquil. My nail tech did a great job. They have different brands of nail polish; the regulars (Essie and OPI) and Morgan Taylor, which is harder to find at others places.

Respond to reviews and privately message customers  
Claiming is free, and only takes a minute

**People Viewed This After Searching For...**

- [Nail Salon New York](#)
- [Pedicure New York](#)



**T.A.**  
Brooklyn, NY  
0 friends  
2 reviews

★★★★★ 6/19/2014

This place is expensive for a reason! It's excellent. It's better to make an appointment than to just walk in.

Page 1 of 1

**Best of Yelp** New York – Nail Salons



**Sapphire Nails and Spa**  
★★★★★ 35 reviews



**Akiko Hair & Nail Studio**  
★★★★★ 48 reviews



**Latoue Nail Spa**  
★★★★★ 40 reviews



**Lacquer Palace Hand and Foot Spa**  
★★★★★ 30 reviews



**Fresh Spa**  
★★★★★ 115 reviews

[See More](#)

**About**

- [About Yelp](#)
- [Yelp Blog](#)
- [Press](#)
- [Investor Relations](#)
- [Terms of Service](#)
- [Privacy Policy](#)
- [Ad Choices](#)

**Help**

- [Advertise](#)
- [Content Guidelines](#)
- [Support](#)
- [Business Support](#)
- [Developers](#)

**More**

- [Careers](#)
- [Yelp Mobile](#)
- [The Weekly Yelp](#)
- [Yelp SeatMe](#)
- [RSS](#)
- [Top Searches](#)

**Languages**

[English](#)

**Countries**

[United States](#)

[Site Map](#) | [Atlanta](#) | [Austin](#) | [Boston](#) | [Chicago](#) | [Dallas](#) | [Denver](#) | [Detroit](#) | [Honolulu](#) | [Houston](#) | [Los Angeles](#) | [Miami](#) | [Minneapolis](#) | [New York](#) | [Philadelphia](#) | [Portland](#) | [Sacramento](#) | [San Diego](#) | [San Francisco](#) | [San Jose](#) | [Seattle](#) | [Washington, DC](#) | [More Cities](#)

Copyright © 2004–2014 Yelp Inc. Yelp, , and related marks are registered trademarks of Yelp.

# **ATTACHMENT W**

# Allure (magazine)

From Wikipedia, the free encyclopedia

*Allure* is a U.S. women's beauty magazine, published monthly by Conde Nast in New York City. It was founded in 1991 by editor in chief Linda Wells, who has been at the helm of the magazine ever since. A signature of the magazine is its annual Best of Beauty awards—accolades given in the October issue to beauty products deemed the best by magazine staff.

## Contents

- 1 History
- 2 Impact
- 3 Best of Beauty Awards
- 4 Editor in Chief
- 5 Awards (for *Allure*)
- 6 Awards (for Linda Wells)
- 7 In the media
- 8 See also
- 9 Further reading
- 10 References
- 11 External links

## History

In 1990, S.I. Newhouse Jr., chairman of Condé Nast, and then editorial director Alexander Liberman approached Linda Wells to develop a concept they had for a beauty magazine. At the time, Wells was the beauty editor and the food editor at *The New York Times Magazine*.<sup>[2]</sup>

The magazine's prototype was shredded shortly before the scheduled launch date and, after overhauling everything (including the logo), *Allure* made its debut in March 1991. The magazine's original format was oversize, but this prevented it from fitting into slots at grocery-store checkouts and required advertisers to resize their ads or create new ones.

After four issues, *Allure* changed to a standard-size glossy format.<sup>[2]</sup>

*Allure*



<b>Editor</b>	Linda Wells
<b>Categories</b>	Beauty
<b>Frequency</b>	Monthly
<b>Publisher</b>	Condé Nast
<b>Total circulation (2013)</b>	1,165,392 <sup>[1]</sup>
<b>First issue</b>	1991
<b>Company</b>	Advance Publications
<b>Country</b>	United States
<b>Language</b>	English
<b>Website</b>	www.allure.com (http://www.allure.com)
<b>ISSN</b>	1054-7711 (https://www.worldcat.org/issn/1054-7711)

## Impact

*Allure* focuses on beauty, fashion, and women's health. *Allure* was the first women's magazine to write about the health risks associated with silicone breast implants, and has reported on other controversial health issues.

The magazine's circulation, initially 250,000 in 1991, is over 1 million as of 2011.

Many writers have contributed to *Allure*. Among them are Arthur Miller, John Updike, Jhumpa Lahiri, Michael Chabon, Kathryn Harrison, Frank McCourt, Isabel Allende, and Francine du Plessix Gray. Elizabeth Gilbert's essay "The Road to Rapture," published in *Allure* in 2003, was the precursor to her memoir, *Eat, Pray, Love* (Viking Adult). Photographers who have shot for *Allure* include Michael Thompson, Mario Testino, Patrick Demarchelier, Tina Barney, Marilyn Minter, Carter Smith, Steven Klein, Steven Meisel, and Helmut Newton. Cover subjects have included Jennifer Aniston, Jennifer Lopez, Julia Roberts, Angelina Jolie, Reese Witherspoon, Mary-Kate and Ashley Olsen, Victoria Beckham, Beyoncé, Fergie, Britney Spears, Jessica Simpson, Kate Hudson, Christina Aguilera, Rihanna, and Gwen Stefani. (See List of Allure cover models).

## Best of Beauty Awards

*Allure* began its Best of Beauty awards program 14 years ago, at the initiative of Wells, to help readers choose among the vast array of makeup, skin-care, and hair-care products on the market.

*Allure* has two sets of awards, one judged by the magazine's editors and the other by readers. A "winners' seal" logo, developed by *Allure*, appears on many of the winning products. To ensure that its judgments are neutral, *Allure*'s ad department isn't involved in the selections.

In 2010, the magazine developed an iPhone app that highlights the winning products and tells users where they can buy them based on their location.<sup>[3]</sup>

## Editor in Chief

Linda Wells graduated in 1980 from Trinity College in Hartford, Connecticut. She began her journalism career at *Vogue*, where she wrote and edited stories about beauty, health, nutrition, and fitness. In 1985, she joined *The New York Times* as a reporter, ultimately becoming the beauty editor and the food editor of *The New York Times Magazine*.

Wells's editor's letter has been praised for tackling a variety of topics with honesty. *Women's Wear Daily* gave her an "A" rating in its Editors' Report Card column acknowledging her "backbone".<sup>[4]</sup>

In 2006, Wells, with her editors at *Allure*, wrote her first book, *Confessions of a Beauty Editor* (Bulfinch).

## Awards (for *Allure*)

- The National Magazine Award for Design (1994)
- The Editorial Excellence Award from *Folio* (2001)
- The Circulation Excellence Award from Circulation Management (2001)
- "Ring Leader," an essay by Natalie Kusz from the February 1996 issue of *Allure*, was selected for *The*

*Best American Essays 1997* (Houghton Mifflin).

- The magazine has been on *Adweek*'s Hot List in 1993, 1994, 1995, 2003, and 2007.
- *Allure* has received 29 awards from the American Academy of Dermatology, 9 journalism awards from the Fragrance Foundation, and the Excellence in Media Award from the Skin Cancer Foundation.

## Awards (for Linda Wells)

- The Achiever Award from Cosmetic Executive Women (2001)
- The Matrix Award for magazine leadership from New York Women in Communications, Inc. (2009)

## In the media

Wells, along with *Allure* editors Michael Carl and Kelly Atterton, have appeared as judges on the Bravo TV series *Shear Genius*.

*Allure* editors have appeared as experts on programs such as the *Today* show and *60 Minutes*, and *Allure* stories frequently receive national attention.

Hilary Duff played an *Allure* intern in *Cheaper by the Dozen 2*.<sup>[5]</sup>

## See also

- List of Allure cover models

## Further reading

- "*Allure* Floods Issue with 2-D Barcodes, Sees Subscription Bump" (<http://www.foliomag.com/2010/allure-floods-issue-2-d-barcodes-sees-subscription-bump>)
- "*Allure* Magazine: Hot For Blonde Fox News Anchors" (<http://www.styleite.com/media/allure-fox-news-anchors/>)
- "Pedaling in Place on the Road to Fitness" (<http://online.wsj.com/article/SB10001424052748703946504575469781152205688.html>)
- Is ethnic beauty the new 'it' factor? (<http://www.cnn.com/2010/LIVING/09/13/ethnic.beauty/index.html?hpt=Sbin>)
- Best of Beauty Revealed on *Today* (<http://today.msnbc.msn.com/id/26184891/vp/39287552#39287552>)
- "*Allure* Mag Selects Affordable, Awesome Products" (<http://abcnews.go.com/GMA/BeautySecrets/best-beauty-products-allure-magazine/story?id=11778284>)
- "In Depth: 2009's Most Powerful Fashion Magazine Editors" ([http://www.forbes.com/2009/09/04/powerful-fashion-editors-lifestyle-style-anna-wintour\\_slide\\_7.html](http://www.forbes.com/2009/09/04/powerful-fashion-editors-lifestyle-style-anna-wintour_slide_7.html))
- mediaite.com (<http://www.mediaite.com/power-grid/person/?q=Linda+Wells>)

- Linda Wells's Letter From the Editor ([http://www.allure.com/magazine/2010/11/linda\\_wells\\_letter](http://www.allure.com/magazine/2010/11/linda_wells_letter))

## References

1. ^ "Alliance for Audited Media Snapshot Report - 6/30/2013" (<http://abcas3.auditedmedia.com/ecirc/magtitlesearch.asp>). Alliance for Audited Media. June 30, 2013. Retrieved February 2, 2014.
2. ^ <sup>a</sup> <sup>b</sup> Smith, Stephanie D., "*Allure* Survives Early Blemishes and Turns 15," *Women's Wear Daily*, October 20, 2006.
3. ^ <http://www.allure.com/beauty/iphone-apps>
4. ^ "Editors' Report Cards", *Women's Wear Daily*, July 26, 2002.
5. ^ [tvguide.com](http://www.tvguide.com), *Cheaper By the Dozen 2*

## External links

- [allure.com](http://www.allure.com/) (<http://www.allure.com/>)
- Allure (<http://www.fashionmodeldirectory.com/magazines/allure>) – magazine profile at Fashion Model Directory

Retrieved from "[http://en.wikipedia.org/w/index.php?title=Allure\\_\(magazine\)&oldid=600059172](http://en.wikipedia.org/w/index.php?title=Allure_(magazine)&oldid=600059172)"

Categories: Magazines established in 1991 | Condé Nast | Women's magazines  
| 1991 establishments in the United States

- 
- This page was last modified on 17 March 2014 at 20:18.
  - Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.

# **ATTACHMENT X**

# Lucky (magazine)

From Wikipedia, the free encyclopedia

*Lucky* is a fashion and lifestyle magazine founded by Kim France and first published in 2000 under the Condé Nast subsidiary.<sup>[2]</sup>

## Contents

- 1 Operations and history
- 2 Reception
- 3 See also
- 4 References
- 5 External links

## Operations and history

Since its launch in December 2000, *Lucky* has been one of Condé Nast's biggest publications, with circulation rising from 500,000 to over 1.1 million.<sup>[3]</sup>

Kim France was the founder of the magazine and the first editor-in-chief, a position she held for almost ten years. Brandon Holley replaced France as editor-in-chief in 2010. In June 2013, Eva Chen replaced Holley.<sup>[4]</sup>

## Reception

### From the magazine industry

When *Lucky* was first released, it received criticism for its content that bordered between editorial and advertising. The American Society of Magazine Editors was skeptical of *Lucky*'s business practices in featuring products. *Lucky*'s reputation grew to a more positive one as time progressed. Simon Dumenco, a columnist at *New York Magazine* initially gave a negative assessment, but later praised the magazine for focusing on the merits of a product rather than advertising it through celebrity endorsements like other women's magazines.<sup>[5]</sup> David Carr and Jeremy W. Peters said in an article published in *The New York Times*: "It was, in retrospect, ahead of its time, a print rendering of a shopping portal on the Web. It was well received by both the news media and advertisers, in part because it was a well executed magazine that did not take itself too

### Lucky



Vanessa Hudgens covering the November 2008 issue

<b>Editor</b>	Eva Chen
<b>Categories</b>	Fashion
<b>Frequency</b>	10/year
<b>Publisher</b>	Condé Nast
<b>Total circulation (December 2012)</b>	1,109,835 <sup>[1]</sup>
<b>First issue</b>	2000
<b>Company</b>	Advance Publications
<b>Country</b>	United States
<b>Language</b>	English
<b>Website</b>	www.luckymag.com (http://www.luckymag.com)
<b>ISSN</b>	1531-4294 (https://www.worldcat.org/issn/1531-4294)

seriously."<sup>[6]</sup>

### From the advertising industry

*Lucky* was Advertising Age's Magazine of the Year in 2003, highlighting its success with marketers and consumers.<sup>[5][7]</sup>

## See also

- List of Lucky magazine cover models

## References

- ↑ "eCirc for Consumer Magazines" (<http://abcas3.auditedmedia.com/ecirc/magtitlesearch.asp>). Alliance for Audited Media. December 31, 2012. Retrieved June 21, 2013.
- ↑ Lucky Fact Sheet (<http://www.luckymag.com/services/presscenter/pressreleases/FactSheet>)
- ↑ Since Lucky's launch in December 2000, circulation has gone from 500,000 to over 1 million, proving to be one of the most successful launches in Condé Nast history. (<http://www.luckymag.com/services/presscenter/bios/KimFranceBio>)
- ↑ "Lucky Magazine's iPhone Shopping Tool" (<http://www.nytimes.com/2009/02/02/business/media/02lucky.html>). The New York Times.
- ↑ <sup>*a*</sup> <sup>*b*</sup> Fine, Jon. "Magazine of the year: Lucky." *Advertising Age* 74, no. 42 (October 20, 2003): S1,S4.
- ↑ Carr, David, and Jeremy W. Peters. "The Editor Of Lucky Magazine Is Replaced." *New York Times* (September 9, 2010): 8.
- ↑ "Media Insight: Lucky Magazine." *PR News* 57, no. 14 (April 2, 2001): 1.

## External links

- Official website (<http://www.luckymag.com/>)
- Lucky (<http://www.fashionmodeldirectory.com/magazines/lucky>) – magazine profile at Fashion Model Directory

Retrieved from "http://en.wikipedia.org/w/index.php?title=Lucky\_(magazine)&oldid=624555356"

Categories: American women's magazines | Condé Nast | Fashion magazines | Alternate magazines | Magazines established in 2000 | English-language magazines

- 
- This page was last modified on 7 September 2014 at 16:33.
  - Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.

# **ATTACHMENT Y**

# *New York Post*

From Wikipedia, the free encyclopedia  
(Redirected from Page Six)

The ***New York Post*** is an American daily newspaper, primarily distributed in New York City and its surrounding area. It is the 13th-oldest and seventh-most-widely circulated newspaper in the United States.<sup>[2]</sup> Established in 1801 by federalist and Founding Father Alexander Hamilton, it became a respected broadsheet in the 19th century, under the name *New York Evening Post*. Since 1993, the *Post* has been owned by News Corporation (and its successor, News Corp, as established in 2013), which had owned it previously from 1976 to 1988. Its editorial offices are located at 1211 Avenue of the Americas, in New York City, New York.

The modern version of the paper is written in tabloid format and, since its change of ownership, has transitioned to sensationalism and yellow journalism.

## Contents

- 1 History
  - 1.1 19th century
  - 1.2 20th century
  - 1.3 Murdoch ownership
    - 1.3.1 Style
    - 1.3.2 Criticism
    - 1.3.3 Controversies
- 2 Operations
  - 2.1 Website
  - 2.2 Highlights
  - 2.3 Sales
- 3 Recent headquarters
- 4 Cultural references
- 5 See also
- 6 References
- 7 Further reading
- 8 External links

## *New York Post*



November 13, 2007 front page of the *New York Post*

<b>Type</b>	Daily newspaper
<b>Format</b>	Tabloid
<b>Owner(s)</b>	News Corp
<b>Publisher</b>	Jesse Angelo
<b>Editor</b>	Col Allan
<b>Founded</b>	1801
<b>Language</b>	English
<b>Headquarters</b>	1211 Avenue of the Americas New York, New York 10036 United States
<b>Circulation</b>	555,327 weekdays 442,365 Saturdays 434,392 Sundays in 2012 <sup>[1]</sup>
<b>ISSN</b>	1090-3321 ( <a href="https://www.worldcat.org/issn/1090-3321">https://www.worldcat.org/issn/1090-3321</a> )
<b>Official website</b>	<a href="http://www.nypost.com">www.nypost.com</a> ( <a href="http://www.nypost.com/">http://www.nypost.com/</a> )

discussed rumors that Obama had been raised as a Muslim and concealed it.

## Operations

### Website

In 1996, the *Post* launched an Internet version of the paper [nypost.com](http://www.nypost.com) (<http://www.nypost.com>). The original site included color photos and sections broken down into News, Sports, Editorial, Gossip, Entertainment and Business. It also had an archive for the past seven days. Since then, it has been redesigned a number of times, with the latest incarnation launched on September 6, 2009. In 2005 the website implemented a registration requirement but removed it in July 2006.

The current website also features continually updated breaking news; entertainment, business, and sports blogs; links to *Page Six Magazine*; photo and video galleries; original *Post* videos; user-submitted photos and comments; and streaming video for live events.

### Highlights

The paper is well known for its sports section, which has been praised for its comprehensiveness; it begins on the back page, and among other coverage, contains columns about sports in the media by Phil Mushnick.

The *Post* is also well known for its gossip columnist Cindy Adams.

The best-known gossip section is "**Page Six**", created by James Brady<sup>[66]</sup> and currently edited by Emily Smith (Although it no longer actually appears on page 6 of the tabloid). February 2006 saw the debut of *Page Six Magazine*, distributed free inside the paper. In September 2007, it started to be distributed weekly in the Sunday edition of the paper. In January 2009, publication of *Page Six Magazine* was cut to four times a year.



Printing plant

### Sales

The daily circulation of the *Post* decreased in the final years of the Schiff era from 700,000 in the late 1960s to approximately 418,000 by the time she sold the paper to Murdoch in 1976. Under Murdoch, the *Post* launched a morning edition to compete directly with the rival tabloid *Daily News* in 1978—prompting the *Daily News* to retaliate with a PM edition called *Daily News Tonight*. But the PM edition suffered the same problems with worsening daytime traffic that the afternoon *Post* experienced and the *Daily News* ultimately folded *Tonight* in 1981. By that time, circulation of the all-day *Post* soared to a peak of 962,000, the bulk of the increase attributed to its morning edition (It set a single-day record of 1.1 million on August 11, 1977 with the news of the arrest the night before of David Berkowitz, the infamous "Son of Sam" serial killer who terrorized New York for much of that summer). But the *Post* lost so much money that Murdoch decided to shut down the *Post's* PM edition in 1982, turning the *Post* into a morning-only daily.

The *Post* and the *Daily News* have been locked in a bitter circulation war ever since. A resurgence during the first decade of the 21st century saw *Post* circulation rise to 724,748 by April 2007,<sup>[1]</sup> achieved partly by lowering the price from 50 cents to 25 cents. In October 2006, the *Post* for the first time surpassed the *Daily News* in circulation—only to see the *Daily News* overtake its rival a few months later.<sup>[67]</sup> As of April 2010, the *Post's* daily circulation is 525,004, just 10,000 behind the *Daily News*.<sup>[68]</sup>