



# SEA-side salon speak

The e-file has at last met its match as **ANNA LEE** explores the rewards and advantages of the new Brisa Lite sculpting system from CND...

had the opportunity of attending the CND World Summit training in Leeds last month. The CND training emphasised in particular its launch of the brand new CND product - Brisa Lite removable gel system.

Brisa Lite has been formulated to offer the superior performance expected from the CND buff-off Brisa gel, alongside the advanced removal technology of CND Shellac. However, this aside, for myself, the most exciting part of the new Brisa Lite system is how it incorporates the unique CND technology of no-buffing to the natural nail, making it the first zero buffing nail enhancement product in the world.

As a nail tech, to be able to use an enhancement product without buffing prior to application is revolutionary, and as someone who works closely with the SEA nail community, I'm almost jumping up and down with joy!

One of the main reasons why the SEA community is perceived to house 'bad' nail techs, is the incorrect use of e-filing on the natural nail. This is a problem that stems from past times and one that many SEA techs have inherited today. However, although most of the younger generation, qualified SEA students I've taught still use the e-file, their knowledge, education and skills have led them to understand how to use it

correctly without damaging the client's natural nails.

However, judging by how the average client has wised up to its poor use historically and the huge amount of prejudice the SEAs still receive from the wider nail industry, it just doesn't seem good enough.

When CND announced that it was launching a brand new enhancement product, which requires zero buffing, I felt it was God sent for the nail industry; especially the SEA nail community, as Brisa Lite may become the product that could help eliminate the use of e-filing on the natural nail in SEA salons. To understand more of the relationship between the SEAs, e-filing and their views on the new no-buffing technology, I managed to speak with some of my students to get a better insight.

I discovered that one of the main reasons why SEAs love using e-files is that electric files really do help them produce faster nails; in fact their clients actually request they use one. The clients who frequent their salons have no time to wait and want their full sets done in half an hour. "For the very rich, getting their nails done is a therapy, which they can enjoy and relax into," notes nail professional, Tina Pham. "But for the average person, time is money, so they want their nails done as quickly as possible, so they are able to go away and carry on with their daily business."

When asked if they are aware that e-filing can cause damage to the nails, Jason Tran explains, "E-filing only damages the nail if used incorrectly; clients worry about the damage because of past experiences with unqualified techs, which unfortunately is something we all have to deal with even though many SEAs are now educated and qualified. All my clients who have had both CND Shellac and Brisa Lite love the no-buffing side of it. If CND brings



Anna Lee at the CND World Summit 2013

out more no-buffing products in the future, then the use of e-files may die down, which could really help us, because clients will then have more confidence in what we do."

"Many of my clients are worried about the damage that e-filing can do; those are the people I try to sell CND Shellac to. However, a lot of clients are reluctant to change from their acrylic nails because their natural nails are paper thin, so with the introduction of the new Brisa Lite sculpting system with zero buffing to the nail, this is now possible. The clients who I have already tried the Brisa Lite smoothing system on love the fact that it comes off so easily, just like Shellac. If CND introduces other zero buffing products, then yes, I would buy them and use them because there's definitely a market for it," reveals Anna Trieu. "Brisa Lite is the way forward towards stopping the use of e-filing in SEA salons, but it could take a very long time before we stop using e-files completely."

Either way, a small step forward is still a step forward. I think Brisa Lite is definitely the start of something very exciting; a true innovation and breakthrough in the nail industry that could possibly become the answer to some of the issues e-filing has created for the SEA community. I shall be looking forward to teaching this new amazing product to the SEA techs in my classes. **S**

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