



# SEA-side salon speak

**ANNA LEE** hosts a one-off seminar to excite and inspire competitors

**D**uring March at the Creative Academy London, the team had the greatest honour of organising a competition seminar together with the amazing Marian Newman.

Marian is a highly respected session nail artist and has been a head floor judge for *Nailympia London* (formally known as the *Nailympics London*) competition that is held at the *Olympia Beauty* show in London every year.

The purpose of the seminar was to encourage more UK nail techs from all brands to enter the competition and help them to be more involved in the competition arena. While the *Nailympia* competition is held in London every year, it was not appearing to attract many UK competitors. So to celebrate its 10th anniversary, Marian decided to give her valuable experience and advice to those who wished to lay their skills and knowledge on the competition table.

Competing in competitions raises personal skills, standards and also challenges the nail professional to improve. There are many categories and different levels in nail competitions, so as long as you choose a category that you enjoy and enter in the correct division so you compete at the level that fits your experience, you have every chance of success.

Entering competitions makes serious business sense. It affords fantastic PR, marketing and advertising opportunities, whether you place or not, because taking part in an international competition affords a story on one level or another. However, if you do win, then the local press, organisations and social media will be delighted to publish your win giving you free advertising and marketing possibilities. A competition winning certificate on the wall will bring interest and fascination to your clients; it's also industry recognition,

bringing the status of your professionalism up a few steps with your new reputation for outstanding skills.

I have helped to mentor some of my SEA students over the past two years through the *Nailympia London* competition. The results from the SEA girls in both years have been encouraging with girls being placed each year. I've since had many requests from my non-SEA students about entering competitions. With this in mind and the wonderful idea of a free seminar from Marian, it made great sense to me that supporting Marian was an excellent way to contribute my help.

This year, after Marian's seminar, I was delighted to bring together 25 nail techs from all backgrounds to form five teams; two Team CND and three Team SEAs to enter the *Nailympia London* competition this coming September.

Since becoming a CND ambassador in 2011, on behalf of Sweet Squared, a large part of my work is to encourage and support the SEA nail community to improve itself and move forward. It's an achievement for me to see the barriers slowly eliminated and how non-SEAs and SEA nail techs are able to sit in a room together respectful of each other, with the exact same vision, and striving for the exact same goals. As much as we are now encouraging the SEA nail techs to attend CND classes together with the non-SEAs, it's amazing to see this momentum widen into other sectors of the industry such as Marian's competition seminar.

One of the main reasons as to why I chose to become an education ambassador for CND is because it gives me the greatest opportunities to inspire and support others to succeed. I hope by actively contributing, I will encourage and help others to make small and steady steps to unite the many different backgrounds and cultures we have in the nail industry. 5



Marian Newman and Anna Lee



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