



# SEA-side salon speak

**ANNA LEE** upgrades her title to official certified CND education ambassador (all systems)... here she tells her moving story

recently had the amazing opportunity to attend the famous CND Bootcamp in San Diego, California. CND Bootcamp is the famous 'train the trainer' 7-day programme that inspires and prepares candidates to become a member of the elite team of CND education ambassadors. Two years ago, I became the first Chinese CND Shellac ambassador in the UK. After attending the CND Bootcamp again, I returned as the first CND Chinese full systems education ambassador. This title fills me with exceptional pride for myself and the whole SEA nail community.

On Bootcamp day one, style director and CND co-founder, Jan Arnold spoke about the importance of the SEA market in the nail community. It was addressed that the SEA market represents a staggering 50% of the whole nail industry and it should no longer be ignored. The message that Jan was sending was loud and clear – CND has acknowledged the SEA market's contribution to the nail industry and is now moving forward to encourage and support the SEA market in every way on a global basis. As someone who has spent the past two years working closely with the SEA community through many tears and sweat, this was a very emotional moment for me. In my opinion, there's no other company that can deliver this message as widely as CND, and there's no other person who can

take this important message to the nail world other than Jan.

My decision to step in and help this neglected part of the nail community was confirmed correct. My dream to make a difference in the industry became a reality; and that reality has now become many people's inspiration.

The Bootcamp was held in San Diego - home of CND – and so I got the rare opportunity to meet with members of the CND R&D team. The CND R&D lab is the only one of its kind in the world; dedicating itself completely to nails. One of the valuable members of the R&D lab is principal scientist, Mr Thong Vu. Mr Vu is Vietnamese and has had an active role in researching and developing CND products such as CND Shellac, CND Brisa Lite and the CND lamp. It's rather ironic that the SEA nail community has had so much negative press in the past, yet the most popular CND products have in fact, been team developed by a Vietnamese man. Mr Vu took some of his precious time away from the lab and visited us at the Bootcamp. He was friendly and eager to answer any questions posed. When I suggested to him if it was possible to create a white Additive pigment for CND, he took my idea very seriously and wrote down notes to investigate if it was viable! I would like to take this opportunity to offer a sincere bow to Mr Vu, who is successful, yet humble, making him an ideal role model for the wider SEA nail community. It was a real honour to meet with him in person.

Out of the 40 Bootcamp candidates, there were six girls from a SEA background. Being able to meet and connect with these girls opened my eyes to interesting information regarding the SEA market over in the USA. The girls were friendly and completely open to any questions that I had. I will take this precious experience and new information to help me further my work for the SEA community back home in the UK.

The CND Bootcamp was an amazing experience and journey. I'm so grateful for the opportunity to attend, learn and be inspired by so many different people from so many different backgrounds. I sincerely hope that there will be many more SEA nail techs from the UK to follow in my footsteps in the near future. **S**

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Anna Lee with Jan Arnold and Laura Vo



Anna Lee with Mr Thong Vu, R&D Lab



SEA educational ambassadors

