

& LEGENDS

AMY BECKER

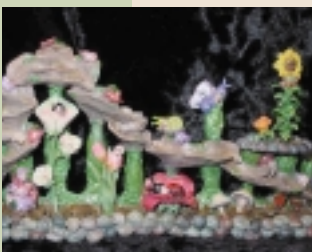


VERSATILITY

When asked if she'd used her talents for any other application, Amy cheerfully replies, "Sure! I've created temporary teeth and veneers out of acrylic for a couple of clients to tide them over until they could make it to the dentist!" Now that's customer service!

INDISPENSABLE

This is just one example of Amy's dedication to her clients, but their dedication to her is equaled. She confesses, "In Wisconsin about the only natural condition we don't get is earthquakes. It never fails to amaze me what our clients are willing to go through to have their nails done. They've come through floods, blizzards, record breaking heat, sub-zero temperatures, tornados and even bomb threats. Yes, bomb threats! One day the bank next door was robbed and the thieves left behind a bomb. Somehow the police managed to evacuate our entire building, except for us." {Amy starts to laugh.} "And you know what? Our clients that day were really naughty. They waited for the police to walk around the corner so they could sneak into the salon without being seen."



Is it any wonder that Amy is a headliner when she has a list of credits like this:

- * 15 years as a nail technician
- * 12 years as a nail competitor
- * 11 years as an educator
- * 10 years as a salon owner
- * Nine record-breaking consecutive years in the Top 25 Nail Competitors of the Year
- * Awarded The Citation by the Senate from the State of Wisconsin
- * Featured twice on The Morning Show
- * Consultant for Nails and Nailpro magazines
- * Competition director for student nail competitions
- * 25 first place competition wins
- * Nails magazine cover of sculpted pink/whites with moons on the toes (July 1998)
- * First ever set of sculpted gel nails ever seen on a cover for Nailpro (January 2000)
- * Nails magazine 2003-2004 Nail Technician of the Year Award
- * Currently the #1 Competition Winner for 2003 with 321 points



STARTING OVER

In 2000 Amy changed product lines and every client except two, changed from acrylic nails to gels. Amy made this move as she believes that gels are the future of nails. She wanted to create a set of gel nails that would pop out the eyes of judges around the world. And she knew that achieving this would not only require lots of practice, but would also demand her input into creating an entirely new product from scratch. She admits, "We needed our gel nails to look as good as our acrylic ones so through trial and error, we developed our own techniques."

You see it is well known that acrylics take top honours at 99% of the competitions, so Amy was hell bent on starting a crusade to change this with her new gel products and application techniques.

Today, you'll be hard pressed to pick up a *Nailpro* or *Nails* magazine and not see Amy's name mentioned somewhere in a competition list of winners. She's such a strong contender in all categories, I wouldn't be surprised if the magazine editors didn't secretly slot her name in the first place position even before the competition was held.

A TYPICAL DAY AT THE RACE TRACK

Amy continues to run her 18 member team at Masterworks, along with the help of her mother and sister, Gwen Bierman, who is also an accomplished nail technician and make-up artist.

"I teach an advanced training course for salons who request it," reveals Amy when quizzed on what an average week entails. "My rate varies depending on the size of the salon. I also hold classes locally by request.

Anyone interested in advanced training can contact me at the salon on 001 262 242 4200. I cover advanced techniques in backfills and full sets with both acrylic and gel products. These classes also include troubleshooting and ways to save time. Because the classes are hands on, so that I can see where there are challenges and issues and advise alternatives on a one-to-one basis. I have also taught competition classes as well as nail art. Currently I charge \$98 for a full set of nails and \$48 for backfills with a manicure (my most requested service), and complete them in 45 minutes. I schedule about 40 clients a week."

THE GOLDEN RULE

When asked if she'd ever refused her services to anyone, she enthusiastically replies, "Oh... yes! I've refused to service people in the salon several times! We have a rule: anyone coming in with already destroyed nail plates may not have an enhancement service with us! The health of the client is of the utmost importance. I have had one woman yell at me because of my diagnosis of her nails. She had been gluing on and ripping off nail tips until they completely

detached from the nail plate! And because she kept gluing them on what little nail she had left, she ended up with a bacterial infection under all of them. Every one of her nail beds was green and mushy!"

YOU'RE A RECORD BREAKER

Three years on, her determination to succeed with gels has finally paid off. Amy won the first place title at the August 2003 Premier Beauty Show in Orlando, Florida. And she was the only tech competing with gel...the remaining competitors were all using acrylic. At the awards ceremony, Vicki Peters highlighted that, "History in the nail industry had been made with Amy's win." Since then, everyone in the US nail industry has been in a buzz about this all-important record-breaking win.

Amy is now working on her gel 'Cameo nails' (as she calls them) product line and will be manufacturing the molds and instructional videos soon. This will include the C-curve devises for gel nails as well as a video for her new gel techniques. She's quite hush-hush on the exact details of this new product line as well as the techniques she uses for producing her award-winning gel nails, but assures me that they will hit the industry in the not-too-distant-future. So keep your eyes and ears peeled because when they hit, they're sure to hit big!



FOOTNOTE

Thank you, Amy, for this whirlwind tour of your amazing career. You continue to inspire us with your incredible talent and creativity! Let your devotion to your career and God be a standing testimony for us all.

Gina

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