

HEADLINERS & LEGENDS

CANADA CALLING – MEET HEADLINER



BY GINA WALLACE

Gina Wallace is the principle international educator for Essential Nails. She is a ground-breaking tutor who passionately believes in high standards in nail education. She presents and teaches on the Home Learn videos, is a three-time UK nail art champion, a former salon owner and is webmaster of www.ginawallace.com where she promotes the Home Learn range of courses and the Nail Trainer.



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Ever ridden on a roller coaster and wondered why the heck you ever got on in the first place? Ever driven over 100 mph and felt your heart beating out of your chest? Or been stuck between a rock and a hard place and hoped you'd find a safe way out – quickly? If so, then you're in good company with this month's Headliner, Christine Turner

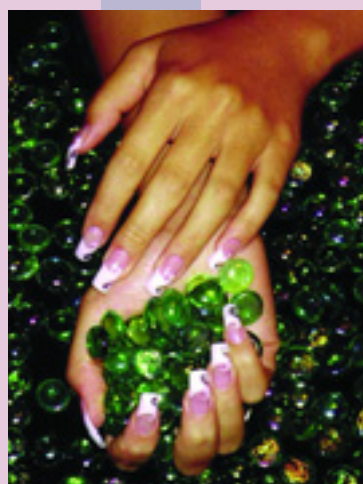


Christine is the newest and biggest award winner of this year. She won both 'Nail Technician of the Year 2004-2005' (one of the prizes will fly her to California to do a cover for Nails magazine) and 'Salon of the Year 2004-2005' (1-4 nail techs) at the Artists & Visionary Awards (AVA), sponsored by Creative Nail Design for Nails magazine. Patricia Oropeza, managing editor, notes, "It's very uncommon for anyone to win both awards". Finalists Maisie Dunbar, John Hauk, Lorena Marquez (Headliner March, 2004), MaeLing Parrish and Patricia Yankee Williams, all applauded Christine's uncommon ability to win both the top awards. What Christine doesn't yet realise is that her whirlwind is only just begun!

GIMME, GIMME, GIMME

It was just six short years ago when Christine achieved her nail tech license. Yes, just six years ago! That's the amazing aspect of this woman, this nail tech; when she sees something she wants, she goes for it and GETS IT – FAST. Based in British Columbia, Canada, Christine Turner isn't a woman to be reckoned with. She has defied all odds and jumped... no, pole vaulted (with a twist) over all her forerunners by accepting only the highest standards.

At 35, Christine's no-nonsense approach to nail enhancements has landed her ownership of Body & Sol Tanning, Nails & Day Spa and the Polished Nail Academy where she personally hosts every training session. The curriculum is not only thorough, but also riddled with fail-proof techniques. Christine boasts she can take any nail tech and make a winner of them. The grueling work schedule she maintains: Monday-Friday, 10am-11pm, Saturdays from 10-7pm is pure evidence of her dedication to the craft of nails.



REWIND TO REMIND

At 15, Christine dreamed of owning a multi-business complex in the beauty industry. "I used to be a huge nails fan as a teenager and was popular in school due to the nail art I painted on my own nails with toothpicks," she admits.

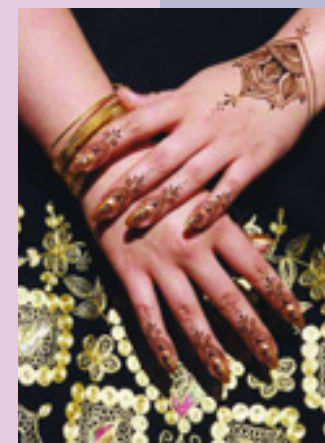
After working her way through school, Christine took a production line job in a pharmaceutical company and waitress positions in restaurants, pubs and nightclubs. Then after years of dedication and practice, Christine eventually became a professional dancer in her 20s. As a dancer, she wore artificial nails to complete her overall look and enjoyed the opportunity to travel frequently. This meant she got to see the inside of numerous salons and experience varying levels of quality and workmanship. She thought that if she could combine all the great things she saw, and incorporate her own creative concepts, she would have a guaranteed working formula. So in July 1998 she purchased a tanning salon that was on the brink of bankruptcy and turned it into a tanning and nail salon. Later, she wanted to see how her salon measured up to industry standards so she entered her salon in the Nails AVA competition for Salon of the Year in 2001... and took the runner-up accolade. This gave her a good feeling and sense that she'd found her calling in life.

To this day Christine bestows undying appreciation to her husband, Ernie, for being the driving force behind her and always being supportive. She credits him by saying, "He always reminds me when self-doubt steals in, that I can (and have) succeeded at anything I want."

THE UNPATENTED FORMULA FOR SUCCESS

"I have a motto when it comes to competing and it's good for all those techs that are too hard on themselves," confides Christine. "Do the best you can, with what you have, at this moment. Be at the top of your game, well prepared and have a positive frame of mind... and don't compete to win – compete to test your personal best in a competition arena."

... CHRISTINE TURNER



BENCHMARKS

Christine has been rewarded in many ways but knowing that she's impacting the industry through education and inspiring others, even if it's only one tech at a time, is what keeps Christine on the edge of her seat.

Here's an interesting yet sad fact! Christine was asked to do Halle Berry's nails for *Cat Woman*, but the costume designers changed their minds after considering the ramifications ultra long nails might have with a bullwhip. However, on a more serious note, when asked what her most amazing achievements have been to date, Christine enthusiastically replies, "Meeting Jan Arnold, co-owner/founder of CND, and having her call ME an inspiration and a leader. This is high on the list. Also, competing with Lorena Marquez, Amy Becker, Tom Bachik and getting the opportunity to network with Vicki Peters... and now, having Gina Wallace interview me for *Headliners and Legends!*"

SEEDS OF INSPIRATION

Tom Holcomb, Jan Arnold, Salina Rush, Maisie Dunbar, Trang Nguyen, Sheryl MaCauley, Amy Becker and Lorena Marquez are some of the people who've inspired Christine, however there is one person above all others who holds a special spot in her heart. That spot belongs to Vicki Peters because of her reputation and dedication to this field, her multiple talents, willingness to share and inspire others and her drive to make competitions available to all techs who acquire knowledge.

PERSONAL PUBLICATIONS

Christine is poised to do cover for the USA's Nails magazine, and has had her face on the cover of two industry publications, including *Tanning Trends*. In addition, her work has been featured in *Today's Image*, *Nails* and *Nailpro*.



SOUND ADVICE FROM A PRO

Christine offers the following rock-solid advice to anyone who wants to excel:

- Never stop learning from every source available.
- Take critique gracefully from everyone and always thank your clients for complaining about your work – you get the opportunity to fix it, learn from your mistakes and keep your client!
- Be a well-rounded professional – be educated, skilled, personable and have good work ethics. I always tell my students that you can't make it on skill alone, or just a good work ethic, or just being knowledgeable about the industry. You need to be well versed in all three areas and that's what will make you a 'Polished Professional'.
- Have a winning personality, be upbeat and positive with your clients, and be tactfully supportive of them when they discuss their personal lives with you.
- Never forget that your clients pay for your services and therefore, despite appearances, they are not your friends. Don't discuss your personal life and try to avoid interacting with them personally outside the salon.
- Never assume that just because you are a highly skilled service technician that this will automatically translate into you becoming a successful business person if you open your own business. Take some business classes and research the business aspects of your industry.



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Footnote:
Thank you, Christine! What a magnificent credit you are to your country and to our world-wide audience. Your gift for attention to detail is what has catapulted you to stardom in such a brief stint. I wish us a long and happy friendship as sisters in a beautiful industry! – Gina