

Buff & Go™

THE ULTIMATE PORTABLE WORKSTATION FOR PROFESSIONAL NAIL TECHS



Greetings my fellow nail technicians:

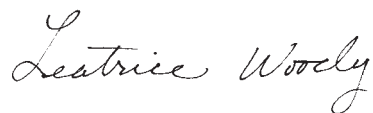
I designed the Buff & Go because I developed a growing list of clients that I was servicing outside of the salon. Although this was a lucrative part of my business, it was such a hassle to transport my supplies from place to place. Now I just throw my Buff & Go in the trunk of my car, and off I go.

I created the Buff & go to be the ultimate portable workstation for nail techs; a portable workstation on wheels that lets professional manicurists tend to their clients anywhere, anytime. The station lets you provide spa-type manicures and pedicures for your on-the-go clients. The mobile industry is a huge moneymaker, and I hope the Buff & Go is the tool that creates wealth for the beauty industry professional. I hope my creation will take over the new mobile market, creating a pool of wealth for self-employed or independent contractors servicing the nail industry.

By investing in the Buff & Go, you are becoming leaders of a new market. You are separating yourself from the rest by showing your commitment to launching your career to the next level. If you work your unit, I promise you will see hundreds of thousands of dollars of revenue from your mobile clientele. By making your business portable, you have no limits on your profitability.

I hope you chose to embark on a exponential wealth building adventure with the Buff & Go. It will allow you to be everywhere your potential clients are. Keep shooting for the stars.

Best of luck

A handwritten signature in cursive script that reads "Leatrice Woody". The signature is written in black ink and is positioned below the "Best of luck" text.

Sincerely,
Leatrice Woody

NAILS

Advanced Education for Nail Professionals • July 2004

COMPETITION heats up

AVAs Techs and Salons Inspire and Amaze
Nailympics Hits Its Stride
2003-2004 Final Top 25 List



nails file

Chicago Cop Embraces Nail Tech Roots

Nail tech, manufacturer, cop — all job titles Leatrice Woody can claim on her current resume. A patrolman on Chicago's West Side, where she grew up, Woody is also the inventor of the Buff & Go portable workstation for mobile nail techs.

Woody set her sights on a career in the nail business in high school, when a model who lived down the street did her nails for the prom. "That's when I became sold on doing nails for a living," says Woody. "I went to nail school and a year later I began going to people's houses to do their nails."

Six months after that, she bought a salon, brought on five additional techs, and eventually added hair, skin care, massage, and a boutique. But then, in 1996, tragedy struck. A client was fatally shot in the salon as Woody was finishing up his manicure. "I thought that was the cruelest thing anyone could do," she says. "It was a blow and I made a mistake by not getting counseling." Instead, she sold the salon and moved to Colorado, only to move back to Chicago four months later and try to pick up where she left off. She traveled to her clients' homes but found it difficult. "The tables I worked on were different heights and sizes, and I was disorganized because I didn't have the right thing to put my supplies in," she recalls.

As she attempted to rebuild her business, a friend mentioned a test she could take to become a police officer. After her salon experience, the idea of catching the bad guys was appealing. "I didn't think I would pass, but I did. The process kept going along and I kept passing," says Woody, who joined the Chicago police department five years ago.

Still, she felt the tug of her former occupation. "My heart belongs to the beauty industry. It's so gratifying," she says.

Alongside her patrol duties, Woody once again began work as a mobile tech. When her rolling cart broke, it inspired her to create a better way — for herself and others — to bring a nail station on the road. The Buff & Go portable workstation holds all your supplies, including a pedicure tub, and opens to present a 15" X 16" manicure table. "Last year I got a loan, an attorney, and a designer and I decided I'm going to contribute something wonderful so nail techs can make money. I want to empower women to be entrepreneurs, whether nails is their main occupation or a sideline," she says. "They can go to senior homes, weddings, parties — wherever there is a group of women."

Whether she's working as a cop in Chicago's toughest district or as a nail tech and product manufacturer, Woody's goal is the same: to give back and help others achieve their potential.



Leatrice Woody has been taking her Buff & Go portable workstation on the road — to trade shows.

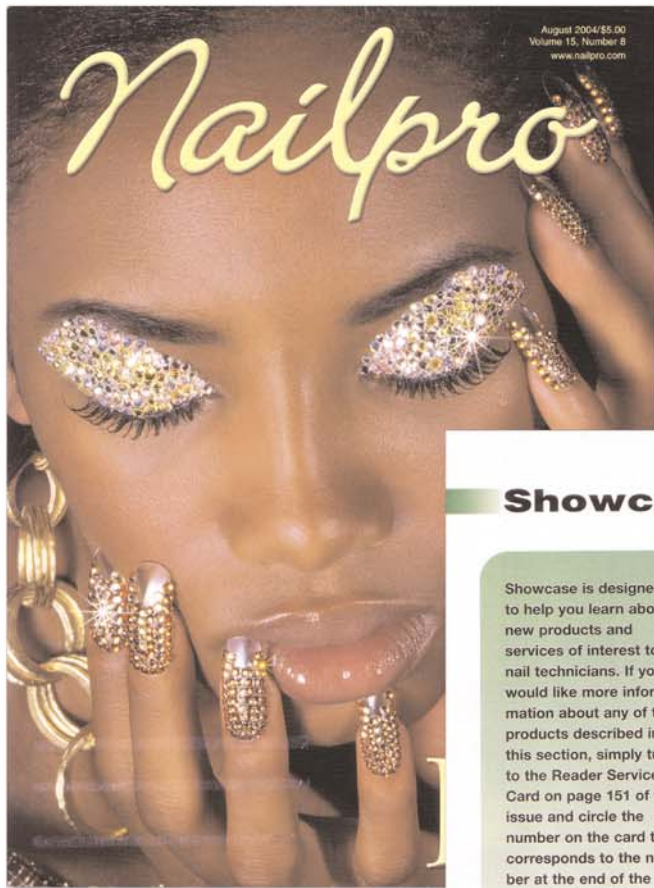
PLUS:

May I Help You? A Day in the Life of a Hotline Operator
Checking Bags? Know Airline Rules First
Attention Spa Owners: Nails Are Vital to Your Bottom Line



Singers De-Stress Over Nail Services

Singer-songwriter Tweet tells *InStyle* (April 2004) that she and hip hop artist Missy Elliott enjoy winding down together with side-by-side manicures and pedicures. Says Elliott: "We're always joking — sometimes we make jokes about people in the nail salon. It's a relaxation moment to catch up on just being human and not think about the superstars and celebrities." ■



Showcase

Showcase is designed to help you learn about new products and services of interest to nail technicians. If you would like more information about any of the products described in this section, simply turn to the Reader Service Card on page 151 of this issue and circle the number on the card that corresponds to the number at the end of the product description. Complete the personal information section on the card and drop it in the mail. The card is postage-paid so there's no need for a stamp!

Provide stylish comfort while promoting hygiene with the **Safari Collection Pedicure Pack** from Star Nail International. The pack features a pair of disposable Wild Cow or Zebra slippers, a foot file, toe separators and more. For free info call 800/762-6245 or visit www.starnail.com. **Circle 160.**



Jazz up clients' fingers and toes with watermelons, ladybugs, dragonflies and more using **That's It? Instant Nail Art Picnic Pack** from Nancy's Nail Design. The easy-to-apply designs can be rubbed on then sealed with a top coat. For free info call 818/891-4800 or visit www.instantnailart.com. **Circle 181.**



The **Opus File** from Opus Crystal has a dual-purpose glass surface that leaves nails soft and smooth. The 3-inch, 5.5-inch and 8-inch sizes files are available in a variety of designs and can be customized with your logo. For free info call 800/699-8988 or visit www.opuscrystal.com. **Circle 186.**



Offer clients a choice of six new reds from the Essie Cosmetics **Some Like It Hot! Collection**. The chip-resistant formula is available in Caliente, Hot-E, Red Hot Mama and more. For free info call 800/232-1155 or visit www.essie.com. **Circle 163.**



Expand your business and increase profits using the **Buff&Go** portable workstation from Buff&Go. The carrying case opens to reveal a manicure table, a footbath storage compartment, storage containers and a supply area. For free info call 866/644-BUFF or visit www.buffngo.com. **Circle 157.**



Cut drying time in half with Gena Laboratories **Half Time** from American International Industries. Two drops of the revolutionary formula on each nail helps dry nails quickly, reducing the occurrence of smudging and bubbling. For free info call 800/621-9585 or visit www.aibeauty.com. **Circle 151.**



Designed to thoroughly cure Brisa Gels, the compact **Brisa UV Lamp** from Creative Nail Design features an ergonomic design, two timers, and an indicator light that shows when bulbs need replacement. For free info call 800/833-NAIL or visit www.creativenaildesign.com.



BUSINESS

**MANICURES TO GO:
THE PORTABLE NAIL WORKSTATION**



Latrice Woody is a woman who is constantly on. Woody became a licensed nail technician in 1991 and quickly developed a growing list of clients, most of whom she serviced outside of the salon. "Manicures and pedicures that I provided outside of the salon are a very lucrative part of my business," Woody said. "But it was such a hassle to transport my supplies from place to place. Now I just throw my Buff N Go in the trunk of my car, and off I go."

Woody designed the Buff N Go to be the ultimate portable workstation for nail techs. The portable workstation on wheels lets professional manicurists tend to their clients



anywhere and at any time. Buff N Go's self-contained carrying case is as easy to transport as a piece of carry-on luggage. When unlocked, you can flip open the Buff N Go to reveal a 15" x 16" manicure table, a spacious foot tub storage compartment, roomy storage containers, and an attractive supply area for preparation and set up.

"Buff N Go gives each and every nail technician what they need to expand their business and boost their income," Woody said. "It's one of the most innovative and exciting products created for nail techs in a long time. That's why I'm so excited about it."

In 1992, Woody opened her own full-service salon - complete with nail and hair care, a facial parlor and boutique - on Chicago's North Avenue. To improve on her business skills, Woody attended Chicago State University and majored in business and communications. After seven years of operating her salon, Woody decided to sell the business. She contemplated a career change but eventually returned to work in the beauty industry. When she returned she discovered that the industry had changed very little since her beginnings. In 2003, Woody discovered that there was still a need for an easy way to transport implements, equipment and supplies when servicing clients outside of the salon. She secured a manufacturer and developed a marketing team to promote her exciting, new invention. The patent is currently pending.

Samantha Wilkes

For more information about Buff N Go, visit www.BuffNGo.com or call 1-366-644-BUFF.



48 BLACK DIASPORA AUGUST/SEPTEMBER 2004



nails file

Win a Buff & Go Portable Workstation



The sleek, durable Buff & Go portable workstation opens to present a 15" X 16" manicure table and spacious foot tub compartment. Other features include an ergonomic handle, secure keyset lock, storage containers, and a paper towel dispenser. One lucky reader will receive this ultimate workstation on wheels. To enter this sweepstakes, circle #451 on the reader service card and mail your card by August 15.

Win a Pedi Tub With Disposable Liners

A simple solution to the spread of bacteria, fungus, and infectious disease, The Belava Pedicure Tub and Disposable Liners comprise a unique foot bath system consisting of a durable, lightweight tub and disposable liners — which means there's NO need for scrubbing or chemicals. The first 50 readers to reply will win a Starter Kit from Belava. To enter to win, circle #450 on the reader service card and mail your card by August 15.

congratulations

to our May Freebie winners: David Burris and Kathy Grossenbacher each won an Ein Gedi Foot Spa Treatment Kit and 100 readers won Backscatchers' Hygienic Elegance cleansing wash.

44 NAILS August 2004

Small Products = Big Profits

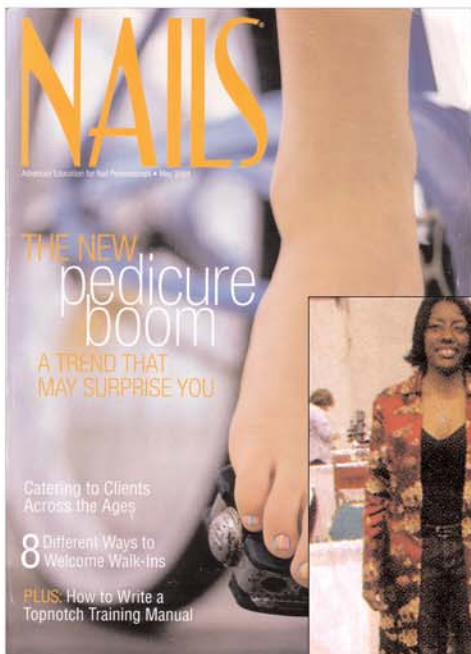
If you want to get the most profit out of limited salon retail space, what should you sell? The best option just may be nail products.

If you consider your retail real estate in terms of sales per square inch, that tiny bottle of polish or bottle of clearly better, cut-a-bully bottle of shampoo or body lotion for profitability.

"Let's say you have a 1-1/2 X 1-1/2 space next to your register," explains Julie Shepperty, vice president of education for Salon Training International. "You could fit a rack of 24 bottles of polish at \$5 each. Or the same and you find this opportunity \$120 gross or \$40 net."

"By contrast, if you fit eight bottles of shampoo in this same small space at \$10 each, you're yielding \$80 gross or \$40 net." The real products produce a 50% greater return.

Nail products are also more of an impulse buy, notes Shepperty, who cites statistics that 66% of purchases are unplanned. "And the more retail purchases a client makes, the more likely she is to return," she says.



It's always great to discover new products at the show, like Buff & Go, a portable workstation invented by Chicago native Leatrice Woody.

product spotlight



Buff & Go's workstation on wheels lets you provide nail services anywhere with professionalism. The self-contained carrying case is easy to transport. When unlocked and open, it reveals a 15" by 16" manicure table, foot tub storage compartment, storage containers, and a set-up area.

(866) 644-BUFF
www.buffngo.com



#209



#350



#642



#700



#314



#713



#640



#220



#710



#427



#644



#506



*Call Today To Order
Your Buff&Go workstation
(866) 644-Buff*



446 North Wells Street, Suite 358
Chicago, Illinois 60610
(866) 644-BUFF
www.buffngo.com

Comfortable work surface measures a full 15 x 16". It's perfectly balanced and reinforced with two metal brackets insuring maximum support.

The ergonomic handle allows a comfortable feel to the hand and insures a secure grip for easy mobility

Molded plastic body for maximum durability

Paper towel dispenser

Storage containers

Foot tub compartment

Secure keyed lock



Nail Down Profits

*The Buff & Go workstation
pays for itself*

Portable workstation
(for in or out of the salon)

Increase clientele

Professional look

Easily Transportable

Business on wheels

Services accessible day or evening

Be your own boss

Become a part of the
Buff & Go Nail Agency

Increase rates for travel

SALON

Avg. salon manicure: \$15

Avg. salon pedicure: \$40

Total \$55

BUFF & GO

Avg. Buff & Go manicure: \$25

Avg Buff & Go pedicure: \$55

Total \$80

(an increase of \$25 per client)

With just one pamper party per
week (of 8 clients) you will see
your profits soar!

Avg. Buff & Go manicure: \$25

Avg Buff & Go pedicure: \$55

Total \$80

1 party of 8 clients \$640

x 4 weeks **\$2560**

Buff & Go™

THE ULTIMATE PORTABLE WORKSTATION FOR PROFESSIONAL NAIL TECHS



Buff & Go has delivered the ultimate portable workstation for Nail Technicians across America!

Turn your passion into profit! This sleek, beautifully designed workstation will allow you versatility and portability. Buff & Go allows you to customize your services. Whether you are an Esthetician, Makeup Artist, Barber, Cosmetologist or Nail Technician—this workstation is for you.

Buff & Go allows you and your clients flexibility. The portable system offers clients convenience by giving you a way to offer your services to business offices, senior citizen centers, condo associations and social groups. In addition, you can service pamper parties, bridal showers, bachelorette parties or birthday parties with your portable Buff & Go workstation.

Call Today To Order Your Buff&Go workstation (866) 644-Buff.



comfortable work surface

paper towel dispenser

storage containers

foot tub compartment



ergonomic handle for easy mobility

durable plastic body

secure keyed lock

cash, check, money order, cashiers check and all major credit cards accepted.*

**order will be processed 7-10 days after check is received.*



Buff & Go™



446 North Wells Street, Suite 358
Chicago, Illinois 60610
(866) 644-BUFF
www.buffngo.com

Ask us about our volume, school and student DISCOUNTS!

Buff & Go Specifications

Height: 34.0

Width: 19.0

Depth: 20.0

Weight: 27 lbs. (without products)

35 lbs. (with products)

all units are in inches

