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# In the Spotlight



Industry expert and former *Nailpro* competition director Jaime Schrabec has garnered attention close to home—*The Monterey County Herald* published a long feature about her work in the industry and her salon, Precision Nails in nearby Carmel, in its October 7, 2006, edition. The article mentioned her recent appointment to the California Board of Barbering and Cosmetology's industry advisory committee, her development of the waterless spa pedicure and her efforts to elevate nail salons with a new level of customer service. "I don't advertise at all around here, so the free publicity is fabulous," Schrabec says, explaining that she simply sent a press release about her committee appointment to the paper, which prompted an interview. "It has resulted in a full schedule for me, and the overflow has made a full schedule for my new employee."

## A Starring Role

Anansa's Nail Gallery is more than ready for its close-up. The Columbia, South Carolina-based salon received a boost after the local ABC station, WOLO-TV, featured Anansa's Absolute Divulgence Service on its weekly news segment "Wrinkle-Free Wednesdays" last fall. The package provides a nonsurgical solution for hand- and foot-lifts using Cuccio Naturalé products, and salon owner Anansa Jenkins says that her business increased after the segment aired. "I actually had one customer call while the segment aired—at 11 o'clock that night," she says, adding that the piece also generated an employment inquiry from a nail tech. "She said that she promotes natural nail care and was interested in learning more about our services and the product line."

Cuccio Naturalé president and CEO Tony Cuccio says, "Anansa's service hit home with many women because the botanical products gently work to rebalance skin's own natural systems."

