

<Invitation> Tokyo Nail Expo 2018 ^{*Japanese hospitality} “OMOTENASHI with Nails” Theme

- Largest Nail Event drawing more than 50,000 attendees! -
November 11 and 12, 2018 @ Tokyo Big Sight

Tokyo Nail Expo 2018, a nail event operated by (NPO) Japan Nailist Association (JNA; headquarters: Chiyoda-ku, Tokyo; President: Koichi Takigawa), will be held on November 11 and 12.

This is the one of the largest nail event of the world, and will gain the attention of nail trend watchers and nail fans from all over the world. The event contains the program for attendees, including a trade show featuring all the latest nail products, a stage show to convey the latest 2019 Spring/Summer nail trends, stage demonstrations and workshops by some of Japan's top nail artist, and free nail care by JNA-authorized educators.

We invite you to attend the exposition for coverage of the event.

◆Tokyo Nail Expo 2018 Theme of “OMOTENASHI with Nails”

Japanese nails that utilize fine techniques have been gaining attention from overseas in recent years, and in fact Japan boasts top nail techniques even on a global basis.

As Japan gains more and more attention heading into 2020, since the 2016 Expo we have been setting themes that contain uniquely Japanese elements. This year's theme has been established to communicate not only the excellent techniques of Japan, the country with the world's most beautiful fingertips, but also the delicate sensitivity and spirit of hospitality found in Japanese culture.

◆Main Program

• Nail Queen 2018 Awards Ceremony

This year, the title of Nail Queen will be awarded on stage on November 11 to the person, from among nail-loving celebrities in various industries, embodying the beauty of Japanese who are attentive to grooming all the way to their fingertips.

• TOKYO NAILS COLLECTION 2019 S/S

The newest nail trends of spring and summer 2019 will be presented in a magnificent stage show tailored to new themes.

• Nail Competition

On November 11 and 12, nail technicians from not only Japan but around the world will show off their advanced skills in a competition. An awards ceremony will be held on stage to recognize competitors in various categories. This year, the International Friendship Nail Art Competition has been newly established in which only foreign contestants living outside of Japan may participate.

• JNA Nail Care Experience Corner

Attendees can experience professional nail care (including men's nail care) for free from JNA authorized educators.

• Nail Trade Show

With leading-edge nail and beauty items from around the world gathered in one location, not only can attendees purchase the latest goods and limited availability items at special prices, they can also view pro techniques in live demonstrations.



Tokyo Nail Expo 2018 Event Details

【Dates】	November 11-12, 2018 10:00~19:00 (closing at 18:30 on November 12)
【Location】	Tokyo Big Sight East Hall 4, 5, 6(Tokyo Big Sight Inc. 3-10-1 Ariake, Koto-ku, Tokyo, Japan 135-0063)
【Organizer】	Japan Nailist Association NPO https://www.nail.or.jp/english/index.html
【Admission】	Advanced Ticket ¥2,000 (includes tax) / Walk-Up Ticket ¥3,000 (includes tax) ※valid for 1 day only, children elementary school age and under are free
【Available for Purchase】	▶Lawson Ticket L Cord :35263 ▶Ticket Pia P Cord :991-899 ▶e+ ▶Peatix
【Website】	https://www.nail.or.jp/nailevent/nailexpo18/
【Content】	Nail Competition, Nail Trade Show, Stage, Workshops, Free Nail Care Experience etc

<Contact Information>

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【Nail Competition】※All images are from Tokyo Nail Expo 2017.

●**2018 All Japan Nailist Championship**

Nail technicians will vie in a traditional competition comprised of various categories such as nail care and sculptured nail to become the top Japan nail technician in the four divisions of professional, junior, free, and student. Nail technicians from across Japan, including winners of regional events, will gather at Tokyo Big Sight. With the event taking place in front of an audience, the best nail technicians will be determined in a tense atmosphere after the highest level of competition in Japan.

※The schedule for competition events and awards ceremonies will vary by category. Please visit the event website for details.



●**13th World Nailist Championship**

The world's "best of the best" will be determined in the world's highest level competition in which winners of nail contests in Japan and foreign countries compete.

Contestants will vie to create the world's most beautiful French sculpture.

※The competition will be held on Sunday, November 11, and the awards ceremony on Monday, November 12.



● **“Natiful” Contest ~Nail & Beautiful Contest~**

“Nail + Beautiful = Natiful”. “Natiful” is a word that expresses a beautiful nail life via beautiful nails in various life scenarios. This year's theme is “MAUVE~Playful and Graceful~.” Contestants will be judged in total not only by creative nail design but also by hair, makeup and dress.

※The competition and awards ceremony will be held on Sunday, November 11.



●**Art Tip Award**

This open competition is open to all nail art lovers who would like to compete.

This year's theme is “Japan.” Pre-submitted nail tips will be displayed, and rankings will be determined by voting of attendees on the day of the event.

※The exhibition will be held over two days. Voting will end at 12:00 PM, Monday, November 12.



Tamami Sato, 1st of 2017

<New competition established this year>

★**Nail Art Competition between JNA Authorized Nail Salons**

In a new event created this year, this competition will feature creative art from authorized nail salons. This year's design theme is “Japan.” Art suitable to daily life will be created on both hands of models. Group entries will be accepted from salons, and rankings will be determined by the average score of contestants from each salon.

※The competition and awards ceremony will be held on Monday, November 12.

★**International Friendship Nail Art Competition**

This competition newly established this year is open to foreign contestants who live outside of Japan.

Contestants will create nail art as they please based on the theme of “Japan.”

※The competition and awards ceremony will be held on Monday, November 12.

※Members of the media will be able to view the competitions from the general viewing area.

Official photos will also be made available.

【Various Events and Awards Ceremonies】※All images are from Tokyo Nail Expo 2017.

●Nail Day Ceremony and 2018 Nail Queen Awards Ceremony

Nail Queen Awards Ceremony, a “celebrity who represents Japanese beauty and embodies beauty reflected in grooming all the way to her fingertips” will be selected and honored on the main stage. In addition, because it will take place on Nail Day on November 11 as recognized by the Japan Anniversary Association, a commemoration ceremony will also be held on the same stage. This year’s Nail Queen will also address the audience during the commemoration ceremony.

※Nail Day Ceremony and 2018 Nail Queen Awards Ceremony are scheduled from 12:00 to 1:00 PM on Sunday, November 11.

●TOKYO NAILS COLLECTION 2019S/S

This will be the stage for unveiling the latest nail trends, presented twice a year by the trend project team of the Japan Nailist Association. 2019 spring and summer nail trends, based on the theme of “The Glass Art Craft”, will be presented in a show format.

※The show is scheduled from 4:45 to 5:30 PM on Sunday, November 11.

※Please refer to the separate news release on the 2019 spring and summer nail trend theme of “The Glass Art Craft.”



TOKYO NAILS COLLECTION 2018S/S

●Classroom

The popular “Classroom” seminar program is where attendees can learn the latest nail information and techniques for free. Attendees can learn at close range the techniques of top nail technicians, and also be one of the first to discover how to use the latest products from various manufacturers.

※All classes will have a limited number of available spaces. (Entry tickets will be distributed at the Classroom reception counter.)



●JNA Nail Care Experience Corner

Here, attendees can experience for free the safe and advanced technique nail care from JNA authorized educators. In addition, the current hot topic of men’s nail care also has an extremely popular corner that will inevitably attract queues, and men’s priority seating will be available. We encourage members of the press to also experience this opportunity for themselves.

●Nail Trade Show

The latest nail and beauty goods will be on display for sale, and there will also be special expo-only prices and products that can only be purchased here such as collaboration items and initial release items. In addition, attendees can also observe and experience demonstrations of the latest nail products at booths. You don’t want to miss this!

●Stamp Rally

Win great prizes by shopping! Shoppers receive a sticker when they buy goods from booths of participating stamp rally businesses. Fabulous gifts are awarded according to the number of stickers obtained. In the photo corner which is permanently installed for two more days, if you shoot in front of the memorial board of the day of November 11 (Nail Day) and the object and you can post it on your own Instagram, there are also more nice benefits.

※Prizes are awarded on a first come, first served basis. Details are available on the event website.

※Please note that changes in event details can occur without notice.