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[how your products work]

Shooting for the Star(s)

Elaine Watson has successfully made the transition from nail technician to educator to being an executive at one of the leading nail manufacturing companies. Fourteen years ago, just one year after becoming a nail tech, Elaine began educating for Star Nail International from Maine. That all changed three years ago when she relocated to California to work full time at the corporate office. She's currently the vice president of marketing and global education director for Star.

With visits to more than 20 different countries, Elaine has taught techniques and product knowledge to thousands of professionals globally. As the first licensed nail tech to be employed by Star, her many duties include research and development of new products, quality control and improvement of existing products and chemicals, traveling overseas to assist in business development, creation of educational DVDs, photo shoots for ads, and managing the Cina Nail Creations nail art line.

