

< Invitation >

Tokyo Nail Expo 2019 ~“Beautiful Reiwa Era! Beautiful Nails, Japan!” Theme~

- Largest Nail Event drawing more than 50,000 attendees! -

The Nail Queen 2019 Awards Ceremony, TOKYO NAILS COLLECTION 2020 S/S, and various other programs are on tap including an event experience for the visually impaired, and a nail care technique experience corner for charity.

November 24 and 25, 2019 @ Tokyo Big Sight South Exhibition Hall 1, 2, 3, 4

Tokyo Nail Expo 2019, a nail event operated by (NPO) Japan Nailist Association (JNA; headquarters: Chiyoda-ku, Tokyo; President: Sachiko Nakasone), will be held on November 24 and 25.

Held annually since 1999, Tokyo Nail Expo 2019 marks its 21st incarnation this year as the world’s largest nail event. Exploring new possibilities with nail care, this year the event will present efforts in social welfare and societal contributions. There will be an event experience for visually impaired people, a stage discussion with three guests working in beauty and nail care for the visually impaired, and a booth introducing nail services for the social welfare and caregiving sectors.

◆Tokyo Nail Expo 2019 Theme of “Beautiful Reiwa Era! Beautiful Nails, Japan!”

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, 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

”See, experience, buy, learn”—Fulfilling content that everyone can enjoy!

- Nail Queen 2019 Awards Ceremony
- TOKYO NAILS COLLECTION 2020 S/S
- Nail Competition
- Nail Trade Show
- JNA Nail Care Experience Corner (Charity Event to Support the Visually Impaired), and more

This year the Tokyo Nail Expo will continue to disseminate trends as an all-around beauty event combining various elements to revitalize Japan, including fashion, entertainment, and social welfare, all with a focus on nails.



Tokyo Nail Expo 2019 Event Details

【Dates】	November 24-25, 2019 10:00~19:00 (closing at 18:30 on November 25)
【Location】	Tokyo Big Sight South Hall 1, 2, 3, 4 (Tokyo Big Sight Inc. 3-11-1 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 :35597 ▶e+ ▶Peatix
【Website】	https://www.nail.or.jp/nailevent/nailexpo19/

[Event and Charity for Visually Impaired People, and Introduction to Nail Services in Caregiving and Social Welfare Sectors]

At this year's Expo, efforts in the fields of social welfare and societal contributions will be presented as part of exploring new possibilities in nail care. Visually impaired guests will experience this event, a discussion event will be held on the benefits of nail care on the visually impaired, and a charity to support the visually impaired will be conducted by providing a nail care technique experience. There will also be a booth to introduce nail services for the social welfare and caregiving sectors.

●Event Experience

The two-day event attracts five visually impaired guests for each day, and they will experience the entire event including experiencing nail care techniques and attending the stage show and seminars. Co-planning: Japan Beauty Blind

●Stage Show: Fashion Even Visually Impaired People can Enjoy – Nail Care and Its Effects

Visually impaired people also enjoy fashion, and this stage show helps to dispel such misunderstandings, while also introducing the potential benefits of nail care. JNA President Sachiko Nakasone hosts a discussion with three guests working in nail care and beauty for the visually impaired. Specific advice and key points will also be presented on how nail salons can be more user friendly for the visually impaired.

Moderator: Sachiko Nakasone, President of JNA

Guests: Risa Nara, Director of Lifestyle Support Association for Partially Sighted and Blind (“viwa”)

Yuko Sato, Representative Director of Japan Beauty Blind

Haruka Honda, PR Manager of Nail Le Braille

※The stage is scheduled from 3:25 to 4:15 PM on Sunday, November 24.



○Risa Nara, Director of Lifestyle Support Association for Partially Sighted and Blind (“viwa”)

As a high school student, Nara was diagnosed with weak vision, and at the age of 23 she became hard of hearing. After majoring in special needs education at Tsukuba University Graduate School, she became the first visually impaired woman to receive a doctorate degree. She founded viwa in 2010. She lectures on disabilities at Kokugakuin University, Nihon Fukushi University, and Nagano University. She also communicates the importance of personal grooming and enjoyment of fashion for the visually impaired, and she communicates this to cosmetics manufacturers and in educational settings.



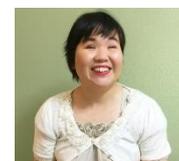
○Yuko Sato, Representative Director of Japan Beauty Blind and President of Nail Le Braille

After earning her license as a nail artist while working at a trade company, in 2015 Sato got a job at a leading nail salon. After leaving that position in 2016, while working as a nail care volunteer at a caregiving facility, she began collecting information on starting her own business, and in February 2018 she started Japan's first nail salon built on the idea of doing house calls to visually impaired people. She has passed the JNEC Nailist Examination (1st Grade) and JNA Gel Nail Examination (Advanced Level), and is certified in Nail Salon Hygienic Manager Qualification.



○Haruka Honda, PR Manager of Nail Le Braille

Honda is congenitally blind due to cancer as an infant. She became interested in beauty and grooming for the visually impaired after learning makeup from a professional in a special education class. Later she decided to pursue a career in beauty and apparel, and joined an apparel company despite the belief it would be difficult for a completely blind person. After leaving the apparel company, she discovered Nail Le Braille and became aware of the potential for nail care to help develop self-confidence and to change the lives of the visually impaired.



● JNA Nail Care Experience Corner (Charity Event to Support the Visually Impaired)

Here, attendees can experience the safe and advanced technique nail care from JNA authorized educators. This year as part of the Expo's charity plan, one-coin donations (500 yen) are being accepted as we offer professional nail care. Money raised will be donated to a support group for the visually impaired.



●Information Booth on Nail Care for the Visually Impaired

The visually impaired have their nails done? This fun booth accepts all types of questions such as this. The booth also has an experience of how it is to see with visual impairment, Braille business card creation, Braille nails, exhibition of decoration of white canes (for the visually impaired), and sales of original accessories. Attendees will also receive an exclusive cool gift.

●Booth to Introduce Nail Services for Caregiving and Social Welfare Sectors

Based on the principle of “contributing to society by supporting radiant lives full of splendor through beauty,” the booth presents examples of house call nail services for caregiving facilities and senior citizens. It also presents teaching systems.

Co-planning: Japan Health Welfare Nailist Association

【Nail Competition】※All images are from Tokyo Nail Expo 2018.

●2019 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.

●14th 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 24, and the awards ceremony on Monday, November 25.

●“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 “Japanese Orange—Brilliant Orange Color like a Mandarin Orange.” 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 24.

●Art Tip Award

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

This year’s theme is “Japanese Orange—Brilliant Orange Color like a Mandarin Orange.”

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 25.



2018 World Champion Mariko Ikematsu



2018 Professional Division: 1st Place
Nail Salon NANA MIHARU (Miharu Miyagi)



Saki Danbayashi, 1st of 2018

●Nail Art Competition between JNA Authorized Nail Salons

There will be a competition of creative art for customer enjoyment by authorized nail salons. The design theme is unrestricted, however the art color must use a shade of orange (yellow-orange-gold). 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 Sunday, November 24.



2018 1st Place
salom maiya
(Mai Ishii)

●International Friendship Nail Art Competition

This competition 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 25.

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

Official photos will also be made available.



Yi Hsiao Yuan, 1st of 2018

[Various Events and Awards Ceremonies] ※All images are from Tokyo Nail Expo 2018.

●2019 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.

※2019 Nail Queen Awards Ceremony is scheduled from 12:00 to 1:30 PM on Monday, November 25.

●TOKYO NAILS COLLECTION 2020S/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. 2020 spring and summer nail trends, based on the theme of “Kaleidoscope”, will be presented in a show format.

※The show is scheduled from 4:35 to 5:20 PM on Sunday, November 24.

※Please refer to the separate news release on the 2020 spring and summer nail trend theme of, “Kaleidoscope.”



TOKYO NAILS COLLECTION 2019S/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 Ticket Counter.)



●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

A stamp rally will also be held this year in which everybody can participate while enjoying shopping. Shoppers receive a special sticker when they buy goods from designated booths. Fabulous gifts will be awarded according to the number of stickers obtained!

※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.