

So Scottsdale! Magazine
January 2018 Issue

SO SCOTTSDALE!

**BOOST
YOUR
HEALTH
WITH 15
LIGHT
DISHERS**

*New
Year!*

65 of the latest
places to shop, dine,
play and stay

Carolyn
JACKSON

The philanthropist talks life in the fast lane at Barrett-Jackson
Auction Company and why a little heart matters

**+
MEET THE
PEOPLE
TO WATCH
IN 2018**

PRETTY AT PROSE

Pamper yourself at Scottsdale's newest nail boutique

BY CHELSEA YOUNG / PHOTOS COURTESY OF PROSE



PROSE nail boutique is in the business of nourishing, renewing and inspiring their customers through the simple, yet powerful, art of tending to the hands and feet. The locally based boutique is opening at Shea Scottsdale Center this month, and it opened its doors at Uptown Plaza last month.

After frequenting nail salons with his family, founder Dave Crisalli felt that the overall experience could be more thoughtful and healthier, and he set out to offer a new kind of nail-pampering place.

"People love getting manicures and pedicures; they just haven't totally loved the experience," Crisalli says. "We have innovated and transformed every element of the traditional nail salon into an inspired boutique experience where our PROSE Artists expertly deliver our premium manicures and pedicures."

One noticeable difference is PROSE's simplicity. "We have simplified the very complex menus that have existed in salons for decades. The result is a simple product menu of two premium services: a manicure or pedicure," says Crisalli, noting that these luxury services are tailored for different clientele, including women, men and children.

Along with this elegant simplicity, PROSE has prioritized health by using medical-grade sterilization machines. The boutique also sources high-quality, healthy-for-you products from around the globe including nourishing lotions from London, soaks from Germany, and a variety of 7-free polishes (meaning the polishes are nontoxic and free from seven typical nail polish chemicals).

The space itself is sleek and sophisticated, with a welcoming interior of neutral tones, wood accents and plush oversized pedicure seating. Emphasizing a personalized experience, the boutique soothes more than hands and feet – included with each visit are complimentary beverages of premium purified water, crisp sparkling water, and a healthy citrus botanical blended especially for PROSE.

At the heart of it all, though, are PROSE's Artists and Curators. The Artists, known as nail technicians elsewhere, are expertly trained to deliver top-level care and beauty, while the Curators help personalize each visit, working together to deliver an unparalleled experience.

"I have always appreciated the wonderful people who perform this important work, so I set out to design and create an inspiring space for these Artists to be more valued," Crisalli says. "I listened and learned from countless customers and employees, and PROSE is the embodiment of that journey."

First-time guests can receive a premium manicure and pedicure for \$50. Plus, the pampering hot spot offers a monthly membership with discounted perks for \$105 per month and a mobile app for easy booking, check-in and check-out (though walk-ins are also welcome).

For guests' convenience, PROSE is open late – from 9 a.m. until 9 p.m. Monday through Saturday and from 9 a.m. to 6 p.m. on Sunday.

10893 N. Scottsdale Road, Scottsdale; 602.262.2222; www.myprose.com.

###