



Salon owner Katie Cazorla joins the ranks of reality stars as TV cameras follow her through the trials and tribulations of owning her own business in the first ever reality show about nails.

By Jennifer Netherby

Painting

Katie Cazorla's nails need help. The star of the first-ever nail salon reality series, *The Nail Files*, and owner of The Painted Nail salon has just arrived at the NAILPRO photo shoot on a sunny April morning. Makeup free with her bleached blonde hair pulled back in a ponytail, she looks surprisingly low-key compared to the reality show marketing hype that paints her as a blonde Hollywood bombshell with gold-digging friends and a fiancé 20 years her senior.

Her nails are lacquered in Fairy Dust, a sparkly yellowish-green shade from her own line of Painted Nail polish. Complimented on the color, she gets excited, asking those standing nearby if they've seen her polishes yet. "They're really fun and really bright. There's crushed glass in them. That's how you get that, see," she shakes her fingers, "the real shimmery colors." Looking down at her nails, she bemoans, "I'm so bad to my nails."

PHOTOS: CORY SORENSON; SALON PHOTOS: COURTESY OF THE PAINTED NAIL



Reality Purple

It's because, hello, if you have a nail salon you can just get them done anytime you want, so I never really think about it."

Meanwhile, two reality TV cameras are following it all. The camera crew trailing Cazorla has been told before she arrives that the set-up today is of Katie "making it" in the nail business with a photo shoot and feature story in the magazine she read while going to nail school. The thing is, it's not just a reality show set-up.

At 32, Cazorla has arrived on the nail scene. Since opening two years ago, The Painted Nail, housed in the upscale Los Angeles neighborhood of Sherman Oaks, has grown from a small nail bar with five technicians into a full-service salon with 13 nail techs, a hair stylist and makeup artist. With her neighborhood nail salon, Cazorla aims to break the mold and make the weekly trip to the

nail salon a relaxing, social experience where customers sit in comfy chairs to get their nails done while sipping a glass of wine with friends. Her clientele includes celebrity regulars, like Teri Hatcher and sisters Hilary and Haley Duff, who have even named polishes in Cazorla's line of Painted Nail lacquers. She has put out two seasonal lines of the polish already, both carried by L.A.'s trendsetting Fred Segal boutique.

Then there's the reality show, which debuts this summer on the TV Guide Network. It's the first reality show set in a nail salon, produced by SallyAnn Salsano and 495 Productions, creators of MTV's mega-hit *Jersey Shore*. (But the similarities end there. Cazorla assures us that there won't be any fist fights on *The Nail Files*.)



TV Guide Channel executive vice president Diana Robina gave the idea for *The Nail Files* the green light because she knew that going to the nail salon was something TV Guide's mostly female audience could relate to. "Getting your nails done and getting a mani-pedi and foot massage is a very affordable luxury," she says. "It's accessible to all women in America."

Not to mention, Cazorla is "fun and kooky," and someone that other women are drawn to, Robina relates. "I like the fact that she's trying to create this business. Business is booming but there's a real struggle. It's like there's a little cloud hanging out behind her," Robina explains. "She seems like she has it together but not totally, which is good for TV."

Cazorla originally moved to Los Angeles to pursue her dream of becoming a stand-up comic.

