

Olina's Nail Lounge and Spa

Upscale Nails Without the Upscale Price

By Kate Beiting

Take a quick glance at your nails. Are they a little ragged?

If the summer sun and the fall winds have taken a toll, there is an answer. Olina's Nail Lounge and Spa, located at 14158 West Center Road, can help—just in time for the holidays.

Olina's (located on the east side of the strip mall, under

Old Chicago) is owned and operated by Nick and Olina Nowatney. Olina's was founded in 2016, opened in February of 2017, and has quickly become a welcome and stunning presence in the competitive arena of nail salons in Omaha. Nick is retired from the U.S. Army and is not a nail tech—it is his wife, Olina, who has the experience.

When Nick first met Olina in Thailand, he was impressed with her work ethic and her desire to build a business. "In Thailand, Olina owned a women's boutique and was a designer as well as a licensed cosmetologist. Now, she is also a licensed nail tech and aesthetician." Several years ago, they began thinking about a business to open. "We were looking for a business that Olina could develop," Nick recalls. "We decided a new, fresh nail spa would be welcomed in Omaha. We wanted to offer an upscale experience without the upscale price. We began researching, designing, and then learning about the challenges of building a business."

Nick has an MBA and a wealth of experience in start-ups, but he knew this would be a different challenge. "I can't say enough about the program Entrepreneurship Bootcamp for Disabled Veterans," Nick continues. "These folks helped me focus on what business I wanted to pursue, helped with the plan and execution, and talked me through the vision. What a great opportunity it was to work with them. The vision was taking shape. Olina and I found the space and dove in."

"Our business philosophy is specific but pretty simple," Nick says. "We want to provide excellent service and a superior experience for the customer. We want to do this in a bright, new, sanitary, and clean environment—the cleanliness, the appearance, and the service are all top-notch."

"We don't want to be just another run-of-the-mill nail salon," Nick tells me. "We want to be the salon that wows you! You come in for a bit of relaxation, and you leave after having a great experience. Our salon looks like it's in a bigger, fancier market—we are excited to bring this concept to Omaha."

Nick says that he and Olina make a great business team. "We complement each other—I do the support behind the scenes, like accounting, payroll, and general salon duties. Olina gets to use her gifts and talents in really molding an outstanding and beautiful salon."



Nick and Olina
Nowatney,
owners

The salon received a "Best Nail Salon in Omaha" award in 2017. Nick and Olina hope to be competing in this category again in 2018 and beyond.

It's not just spectacular service that sets Olina's apart—it's also the impressive wine wall. "We have an alcohol license and sell wine by the glass or bottle," Nick says. "We offer several varieties of reds, whites, and bubbly, as well as a few beers. On Tuesdays, we have mimosas from 10-3." The focus of the tastefully decorated salon is the large wraparound nail station island. It's well-lit and has comfortable chairs so clients can relax. "We wanted everything to be visible—from the chairs to the nails to the sanitation," Nick continues. "We enjoy having group parties and social events. We have hosted several bridal showers and day-of-the-wedding manicures. We also enjoy hosting bachelor or bachelorette parties—or really any type of celebration."

The salon offers classic, deluxe, and premium pedicures, manicures, acrylics, French tips, shellac, gel, Chanel polish, combo mani-pedis, and gentlemen's pedicures. The salon also offers jelly-pedis (with Rose, Milk & Honey, or Pearl Glow), dipping powder, and nail art. They have a kids' menu for children under 10. For skin care products, Olina's is proud to offer Image Skincare. "We know you have many salons to choose from," Nick says. "We would love to have you come in and experience Olina's. We're so sure you will be pleased that we offer a guarantee—if you are not happy, come back within five days, and we will take care of the problem."

Olina's Nail Lounge and Spa is open Tuesday through Thursday, from 10 a.m. to 7 p.m.; Friday and Saturday, from 9 a.m. to 8 p.m.; and from 11 a.m. to 5 p.m. on Sundays.

Check out olinasnailounge.com for a virtual tour or to meet the staff. You can also find them on Facebook and Instagram. Call 402-614-9440 for more information. Gift certificates are available just in time for holiday glam! **WE**

*"We want to be the
salon that wows you!
You come in for a bit
of relaxation, and you
leave after having a
great experience."*