

NAIL FIX IN THE 6IX is building a beauty franchise with Google AI



“Gemini acts as our third partner, filtering noise so we can focus on our vision.”

MJ & Brady, Co-Founders

Challenge

After decades of experience in their respective fields, co-founders MJ and Brady felt they had hit a career ceiling. They saw a void in their East Toronto neighborhood for a premium nail salon that prioritized client care and invested in their staff. They took a leap, launching NAIL FIX IN THE 6IX to deliver a premium nail salon experience and NAIL FIX Academy to train talent. They quickly grew into two thriving locations, but success brought a storm of logistics that consumed their time. To scale without losing their award-winning standards, they needed to move from reactive management to finding time to strategically build their business.

Solution

To bridge the gap between their creative vision and daily operations, MJ and Brady turned to Gemini. They created dedicated Gemini chats for each business function—HR, sales, operations, and marketing. By feeding sales and performance reports into Gemini, they built personalized 'Success Roadmaps' for their Nail Pros, leading them to restructure their compensation into a performance-based model that boosted earnings and client retention. For their Academy's pipeline of over 300 prospects, Gemini streamlines everything from enrollment to onboarding, allowing the team to focus entirely on hands-on training.

Impact

The operational shift was immediate. “We run the business on a high-intensity 90-day scorecard,” says MJ. “Gemini tracks our daily progress, and we just hit a 100% completion rate for our Q1 goals ahead of schedule.” By offloading complex logistics to Gemini, it gave them the strategic headspace to scale to three locations. “It allows us to stop being firefighters and start being architects of our expansion.” MJ notes. With Gemini supporting their operations, NAIL FIX IN THE 6IX has built a scalable blueprint for franchising—one that protects the high standard behind their three Canadian Nail Tech of the Year awards.

