

FEBRUARY TO APRIL 2026

VOL. 002



GLOW INSIDER

GROWING, GLOWING, &
GIVING BACK

NAILS  GLOW

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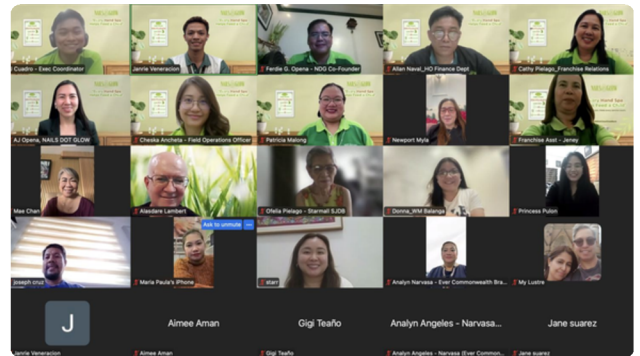
Reach Out Feed Philippines
Feed Nourish Empower

President's Report

Dear Valued Franchisees and Our Beloved NDG Team,

From the bottom of my heart, thank you.

To our 24 franchisees who joined our Zoom roll-out last March 30, 2026—your time, your openness, and your willingness to listen mean so much. I know that for some, this initiative may still feel new, uncertain, or even challenging. And that's okay. Growth often starts that way.



But today, I ask you to journey with me—not just as business partners, but as people with a shared purpose.

Where This All Began

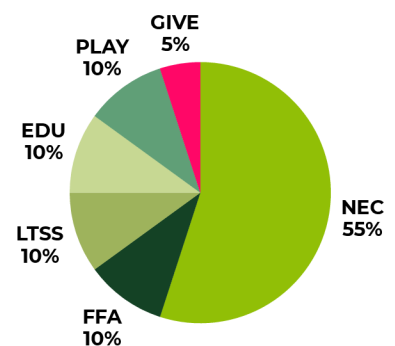
This is not a random idea.

Years ago, Ferdie and I attended the Millionaire Mind Intensive (June 7–9, 2019) by T. Harv Eker. One lesson stayed with me deeply: Allocate 5% for giving—consistently.

Because true abundance flows when we learn to give.

Then in October 2025, during the Philippine Franchise Association event, a message struck my heart:

*One of the reasons why the Philippines remains poor...
is because many children grow up malnourished.*



T. Harv Eker's Most Effective Money Management System

Malnutrition does not just affect the body.
It affects the brain.
A child's ability to learn.
A child's future.

And when this happens to many children...it affects our nation.

That day, I knew—we needed to act.
But I did not yet know how.

Why This Matters

In my December 2025 President's Report, I shared this reality:

- 1 in 3 Filipino children under five are stunted
- A hungry child cannot learn
- A child who cannot learn cannot compete
- And a nation that cannot nourish its children...cannot rise

Later, during a John Maxwell Seminar, Congressman Roman Romulo emphasized:

The most critical stage in a child's life is from 0 to 5 years old because this is when the brain develops the most

That is why we chose to support a preschool feeding program for 50 children in a public school.



Because if we want to change the future...we must start with our children—and we must start now.

Why This Program is Different

We are not asking you to donate from your pocket.

We are transforming what we already do—our service—into a source of impact.

For every Hand Spa service, P50 goes to feeding a child.

Simple. Clear. Purposeful.

This is not just CSR.
This is integrated purpose in our business.

To Those Who Are Still Unsure

Let me speak to you heart-to-heart.

As business owners, we protect our margins.
We think of sustainability.
We measure risks.

But I ask you this:
What if this is not a cost...but an investment?
What if this is not a burden...but a blessing?

Because today's customers—especially Gen Z—do not just buy services.

They choose brands with purpose.

- Gen X builds
- Millennials sustain
- Gen Z decides the future

And Gen Z is asking: "What does your brand stand for?"

This is our answer.

Our Calling as NDG: We are more than nail salons.

We are a community.
We are influence.
We are impact.

And now, we are becoming a brand that says:

"Every Hand Spa Feeds a Child."

Every time a client relaxes...
A child eats.

Every time a glowgirl serves...
A life is nourished.



With Deep Gratitude

This would not be possible without our CSR Team:

- Ma'am Cathy
- Sir Ferdie
- Sir Allan
- Ms. Cheska
- Ms. Jeney
- Sir Nick
- Ms. Joms
- Ms. Pat

Thank you for your heart, your time, and your commitment to bring this vision to life.

My Invitation

To all our franchisees and NDG peeps—

Let us not just grow branches.
Let us grow impact.

Let us not just serve clients.
Let us serve purpose.

Because at the end of the day,
success is not just measured by income...

But by the lives we are able to touch.

With all my heart, I invite you to be part of this mission.

Let us feed children.
Let us build a nation.
Together.

With love and purpose,

A handwritten signature in black ink that reads "Aj Opeña". The signature is written in a cursive, flowing style. The first letter 'A' is large and loops around the 'j'. There is a small heart symbol above the 'j'. The last name 'Opeña' is written in a similar cursive style.

MA. ANA JAY GLADY "AJ" OPEÑA
FOUNDER, PRESIDENT & CEO
NAILS DOT GLOW PHILS., INC.

A 2026 LEADERSHIP COMMITMENT BY THE COO: FROM QUOTING LEADERSHIP TO BUILDING IT

There was a time when I would begin my leadership conversations with:

“According to John Maxwell...”

For years, I learned from leadership giants. I quoted principles. I studied systems. I applied what I could inside our operations.

But recently, something shifted.

Leadership is no longer something I simply reference. It is something we are now collectively building.

Having been one of the participants in the Maxwell Leadership Summit held last February 18, 2026 at the Marquis Events Place in BGC, I was reminded of one powerful truth:

Leadership is not information. It is transformation.

It is not admiration from the sidelines.

It is ownership in the arena.

And ownership always comes with a price.

Sometimes the price is financial — investing in systems, training, audits, and development before the return is visible.

Other times, the price is internal — setting aside ego, admitting blind spots, and choosing to improve instead of defend.

As we move toward 2026, our battlecry is clear:

🔥 Fix What's Weak. Raise the Kicks.

And this year, we add another standard:

🌍 Deliver World-Class Service — Consistently.

This is not just a slogan. It is a leadership discipline.



From the summit, I want to share three principles that directly support our 2026 direction:



During the Townhall 2026, where I spoke about changes in the organization

1. The Power of Prompting and Discoverability

(Operational Excellence Through Action)

In business, we often delay action because we want the full map.

But you don't learn everything first and then move.

You move — and learning accelerates.

As we scale our stores and systems, we must improve in motion:

- Small system corrections
- Small service upgrades
- Small accountability resets
- Small daily leadership habits

World-class service is not created in one grand training.

It is built through daily micro-improvements:

- Greeting every client with intention
- Executing sanitation protocols without shortcuts
- Maintaining store ambiance at premium standards
- Anticipating needs before customers ask

These small actions compound into strong stores.

If something is weak — we fix it immediately.

If something is working — we elevate it to global standards.

That is how we raise the kicks.

2. Eliminate the Phrase “I Know That.”

(Culture of Humble Leadership)

The most dangerous statement in a growing organization is:

“I already know that.”

We all know about customer service standards.

We all know about cleanliness protocols.

We all know about sales discipline and team accountability.

But knowing is not the same as applying.

World-class brands are not built on knowledge.

They are built on disciplined execution.

As we prepare for our 2026 growth targets, the real question is:

- Are we consistently executing what we already know?
- Are we modeling world-class behavior daily?
- Are we correcting small service lapses immediately?

When we say “Fix What’s Weak,” it includes ourselves.

Leadership maturity means asking:

- Where am I underperforming?
- Where is my store inconsistent?
- What feedback from clients have I been ignoring?

Growth requires humility.

3. The Power in the Pause

(From Busy to Better)

We are a movement-driven organization.

Openings. Trainings. Audits. Targets. Expansion plans.



But activity does not automatically equal progress.

Without structured reflection, we become busy — not better.

World-class service requires intentional review.

As we head toward 2026, we must strengthen our rhythms of:

Store performance reviews

- Leadership self-evaluation
- Financial analysis
- Client feedback audits
- Team development conversations

Reflection turns experience into wisdom.

The pause allows us to fix what's weak — before it damages our brand.

2026: Raising Our Standard

Fix What's Weak, Raise the Kicks" means:

- We do not ignore small cracks.
- We do not defend poor performance.
- We do not settle for average systems.
- We do not accept "pwede na" service.

Instead:

- We correct early.
- We improve consistently.
- We elevate standards quarterly.
- We deliver world-class service in every branch — every day.

Because everything rises and falls on leadership.



And leadership at Nails Dot Glow does not belong only to titles.

It belongs to every Team Leader and Support Office member who chooses discipline over excuses.

World-class is not about luxury pricing.

It is about consistency, excellence, and pride in execution.

As your COO, I remain a student.

Because the moment we stop learning is the moment we stop leading.

And the moment we stop improving is the moment we start declining.

2026 is not just about more stores.
It is about stronger stores.
It is about world-class stores.

Let's fix what's weak.
Let's raise the kicks.
Let's deliver world-class service — together.



FERDIE G. OPEÑA
CHIEF OPERATING OFFICER
NAILS DOT GLOW PHILS INC.

BMBE:

THE SMALL BUSINESS EDGE YOU DIDN'T KNOW YOU HAD

There's a quiet advantage sitting in plain sight—one that many small business owners walk past every day without even noticing.

Imagine this: two shop owners open their doors on the same street. They face the same challenges—rising costs, unpredictable foot traffic, the daily grind of keeping things running. Both work just as hard. Both care deeply about their business. But one of them has a small, almost invisible edge.

Not louder. Not flashier. Just... smarter.

That edge is something called the Barangay Micro Business Enterprise, or BMBE.



At first glance, it doesn't sound like much. Just another government acronym. Easy to ignore. Easy to postpone. But behind it is a benefit that can quietly change how a small business grows.

Here's where the story gets interesting.

If a business has total assets below ₱3 million—excluding the land it sits on—it may qualify for BMBE status.

And with that comes a rare kind of relief: exemption from income tax. Not a discount. Not a delayed payment. An exemption.

Think about what that means in real life.

It could be the extra cash that helps you restock faster during peak weeks. It could be what allows you to invest in better equipment, or improve your store's ambiance.

It could even be the breathing room that makes tough months less stressful.

And that's not all.

There's another layer to this advantage—one that's often misunderstood.

BMBE status also gives business owners flexibility when it comes to minimum wage rules. For small, growing businesses, this can ease the pressure during periods when cash flow is tight or still stabilizing. It creates space to keep operations running, to keep people employed, and to continue building the business without being overwhelmed too early.

But here's the important part of the story: the best business owners don't see this as a shortcut—they see it as a responsibility.

Even with this flexibility, taking care of employees still matters. Government benefits like SSS, PhilHealth, and Pag-IBIG remain part of the commitment. And more than that, fair and respectful compensation plays a big role in keeping a team motivated and loyal. Because in the long run, a business doesn't grow on savings alone—it grows with people.

Beyond these, BMBE-registered businesses can also gain access to training programs. Practical ones. The kind that sharpens skills, improve operations, and open up new ways of thinking about the business. It's like having a support system quietly working in the background—something every entrepreneur could use, especially in the early and growing stages.

Yet despite all this, many business owners never take the step.

Why?

Sometimes it's because no one told them.

Sometimes it feels like "just another process."

Sometimes it's simply pushed aside for a "later" that never comes.

But the truth is, this is one of those small decisions that can create a steady, long term impact.

Registering as a BMBE isn't complicated. A quick visit or inquiry with your local DTI office or LGU is often all it takes to get started. And once you're in, the benefits begin to work quietly in your favor.

No noise. No hype. Just real, practical advantage.

In business, not every gain comes from doing more. Sometimes, it comes from knowing what's already available—and choosing to use it.

So, if your business falls within the range, it might be worth asking a simple question:

"What if this is the edge I've been missing?"

Because sometimes, the smartest moves aren't the biggest ones.

They're the ones most people overlook.

Remember this - small businesses don't grow by chance—they grow when owners quietly take advantage of what others overlook.

ALLAN NAVAL, CMA

SENIOR ACCOUNTING MANAGER

NAILS DOT GLOW PHILS., INC.

To learn more about BMBE, visit:
<https://bmbe.dti.gov.ph/index/>



AI in Action:

ELEVATING INNOVATION IN THE WELLNESS INDUSTRY

Last March 26, Nails Dot Glow Head Office took part in the highly insightful seminar, AI in Action, held at the AICFE Office in Taguig. The event gathered professionals from a wide range of industries, all united by a common goal: to better understand how artificial intelligence is reshaping the future of business.

The seminar featured distinguished speakers Donald Lim, president of DITO CME and Mr. Yen Roxas of RXS Meta Group, who delivered practical insights on leveraging AI not just as a technological tool, but as a strategic driver of growth and innovation.

Bridging AI and the Wellness Industry

One of the most valuable takeaways from the seminar is the idea that AI success is not defined by technology alone but by how people use it. For the wellness industry, where personalized service and customer experience are at the core, this insight is especially relevant.

AI presents opportunities to:

- Enhance customer engagement through personalized recommendations
- Streamline operations across branches for consistency in service quality
- Improve decision-making using real-time data and predictive insights

For brands like Nails Dot Glow, this translates to stronger operational alignment across franchisees, better service delivery, and a more seamless client experience.



The Power of Prompting and Discoverability

A key concept highlighted during the seminar was the art of prompting—the ability to communicate effectively with AI tools to produce accurate and meaningful results. This reinforces the importance of training teams not just to use AI, but to use it well.

Equally important is Generative Engine Optimization (GEO), a forward-looking strategy that ensures businesses remain visible and recommended in an AI-driven digital landscape. In an industry where brand trust and visibility matter, positioning Nails Dot Glow to be easily discoverable through AI platforms can significantly impact growth and customer acquisition.

Addressing Industry Challenges with Smart Solutions

The seminar also touched on common challenges within franchise-driven businesses, many of which resonate with the wellness sector:

- Maintaining consistent service quality across branches
- Managing operational costs efficiently
- Navigating workforce challenges such as high turnover and skill gaps
- Ensuring compliance and transparency

AI offers solutions to these challenges by enabling smarter workflows, improving monitoring systems, and supporting more proactive decision-making. However, the key message remains clear: *technology alone is not enough - people and leadership alignment drive true transformation.*

Growth Beyond the Workplace

Beyond the technical insights, the seminar underscored a deeper purpose: continuous learning and growth.

Attending seminars like this reflects a commitment not only to organizational advancement but also to individual development. It allows team members to:

- Expand their perspective beyond daily operations
- Stay ahead of industry trends
- Bring back innovative ideas that can be applied within the company

For Nails Dot Glow, investing in learning experiences like AI in Action strengthens both the team and the brand, ensuring that growth is not just reactive, but intentional and future-focused.



Moving Forward

As AI continues to evolve, so must the way businesses think, adapt, and innovate. The participation of the Nails Dot Glow Head Office team in this seminar marks a proactive step toward embracing smarter solutions while staying grounded in what matters most: people, service, and meaningful experiences.

In the ever-evolving wellness landscape, the future belongs to those who are willing to learn, adapt, and lead.

Every Hand Spa Helps Feed a Child: A Partnership Sealed with Purpose

Nails Dot Glow marks a meaningful milestone in its Corporate Social Responsibility journey with the official Memorandum of Agreement (MOA) signing for its campaign, **“Every Hand Spa Helps Feed a Child.”** This formal partnership with Reach Out Feeds Philippines (ROFP) solidifies a shared commitment to transforming everyday services into opportunities to uplift communities.



The signing ceremony brought together key representatives from both organizations. Leading the initiative for ROFP was its founder, Dawn Cabigon, whose advocacy continues to provide nourishment and hope to children across underserved areas. Representing Nails Dot Glow were Patricia Malong, VP - Operations and Marketing and Catherine Pielago, Senior Franchise Relations Manager, reinforcing the brand's dedication to purpose-driven growth.

From Vision to Commitment

While the campaign itself carries a simple and heartfelt message, the MOA signing formalizes the structure behind it - ensuring that every contribution made through Nails Dot Glow services is directed toward a clear, organized, and sustainable feeding program.

At the heart of the agreement is a shared vision: to create a system where business activity directly supports community nourishment. Through this partnership, each hands spa service availed becomes part of a larger mission, to help provide meals for children in need.

Turning Services into Impact

“Every Hands spa Helps Feed a Child” is designed to seamlessly connect client experience with social responsibility. This alignment transforms a signature Nails Dot Glow service into a channel for sustained giving, where beauty and compassion intersect in a meaningful way.

A Unified Effort Across the Network

A key highlight of the agreement is the active role of Nails Dot Glow's franchise network. With guidance from the head office, franchisees are empowered to participate in the initiative, contributing collectively to a cause that extends beyond individual branches.

This unified approach strengthens not only operational alignment but also the brand's culture, encouraging every partner within the network to take part in something bigger than business.



Strengthening a Culture of Purpose

The MOA signing represents more than a partnership - it reflects a shared belief that organizations have the power to create lasting social impact. By working hand in hand with ROFP, Nails Dot Glow continues to build a brand rooted in compassion, responsibility, and community engagement.

Looking Ahead

As the campaign moves forward, the partnership sets the foundation for long-term impact - one handspa at a time.

“Every Handspa Helps Feed a Child” is more than a CSR initiative; it is a promise. A promise that every act of care within Nails Dot Glow extends beyond the salon, reaching children, families, and communities who need it most.



STRENGTHENING THE NETWORK:

NAILS DOT GLOW MINI CONFERENCES EMPOWER OUR BRANCH LEADERS

In its continuous effort to elevate operational excellence and strengthen its growing network, Nails Dot Glow successfully rolled out a second series of Mini Conferences designed to equip branch heads with the knowledge, tools, and mindset needed to thrive in an evolving business landscape.

Gathering leaders from different clusters, the sessions served as a dynamic platform for alignment, learning, and collaboration—bringing together both seasoned and new franchise partners under one shared goal: sustainable growth with purpose.

A Holistic Approach to Growth

The Mini Conferences were carefully curated to address both the operational and strategic needs of the business. Each topic was selected to ensure that branch heads are not only equipped to manage day-to-day operations, but are also empowered to think like business owners and brand ambassadors.

One of the key highlights was the CSR Briefing on “Every Handspa Helps Feed a Child,” in partnership with Reach Out Feeds Philippines. This session reinforced the importance of integrating purpose into daily operations, reminding attendees that every service delivered contributes to a larger mission of community impact.



March 17 Clusters 1 and 3 - 16 attendees



March 18 Cluster 2 - 14 attendees



March 24 Clusters 4 and 7 - 9 attendees

Elevating the Customer Experience

Customer satisfaction remains at the heart of Nails Dot Glow's success. Through the Customer Service Excellence session, branch heads revisited the fundamentals of delivering consistent, high-quality service across all touchpoints.

The discussion emphasized:

- Creating memorable client experiences
- Handling feedback and concerns with professionalism
- Building lasting relationships that drive loyalty

In an industry where experience defines the brand, this session reinforced the role of every team member in shaping client perception.



March 25 Cluster 6 - 9 attendees

Building Financial Confidence

Understanding the numbers behind the business is key to long-term success. The Financial Literacy for Branch Heads session provided practical insights on managing cash flow, monitoring performance, and making informed financial decisions.

By strengthening financial awareness, branch leaders are better positioned to sustain profitability, plan for growth and navigate operational challenges with confidence.

Streamlining Systems and Processes

To support efficiency and consistency, the conference also covered the Portal Ordering Process and Introduction of New Products. This session guided attendees through an updated process designed to simplify ordering, improve inventory management, and ensure timely access to approved products.

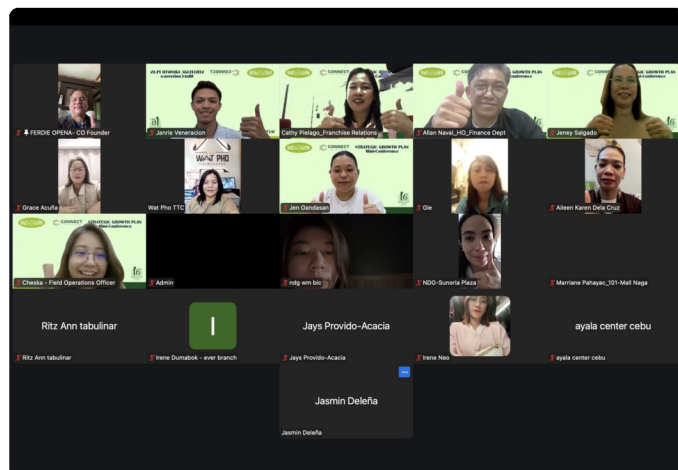
It also served as an opportunity to introduce new products that keep Nails Dot Glow competitive and aligned with market trends.

Unlocking Growth Opportunities

Closing the sessions on a high note was “How to Sell & Negotiate Franchise Opportunities,” a forward-looking discussion that empowers branch heads to actively participate in the brand’s expansion.

The session focused on communicating the value of the Nails Dot Glow brand, building confidence in presenting franchise opportunities and applying effective negotiation strategies.

By equipping leaders with these skills, Nails Dot Glow strengthens its ability to grow not just in numbers, but in quality partnerships.



March 27 Clusters 5 and 8 - 9 attendees

Moving Forward, Together

More than just a series of training sessions, the Mini Conferences reflect Nails Dot Glow’s commitment to continuous learning and unified growth. They serve as a reminder that success is built not only on systems and strategies, but on empowered people working toward a shared vision.

As each cluster returns to their respective branches, they carry with them renewed clarity, strengthened capability, and a deeper sense of purpose - ready to translate learning into action.

Because at Nails Dot Glow, growth is not just about expansion - it’s about growing stronger, together.



In the Spotlight

PFA Expo 2026

As a proud member, Nails Dot Glow is again joining the ranks of the Philippines' best and brightest when it comes to the field of franchising.

Our beloved flagship brand banners the campaign towards growth this year, under the premise of being One Brand, One Family, One Vision - and adding to it more branches and expanding a sustainable opportunity to even more entrepreneurs in the country.

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