

## LASH LIFT MANUAL

### ADD A TINT

*Darken blonde or lighter coloured lashes.*

### EXTENSION REMOVAL

*Remove extensions gently and safely.*

### ADVANCED LASH PERMING

*An amazing alternative to lash extensions.*

### TOOLS OF THE TRADE

*Expert tips on setting up shop and marketing your business.*

*lash up*  
PRO





# Lash Lift Manual



# Advanced Lash Perming Certificate Course

Our Lash lifting Certification Course will teach you the fundamentals of lash perming including eye health and anatomy, lash growth patterns, perming techniques, company start up and marketing techniques as well as aftercare instructions to name a few. After completing our Lash Lifting Course you will feel educated and ready to start your career as an experienced lash tech.

## **Our Lash Perming Certification Program is ideal for:**

- Those with no prior experience in the beauty industry
- Experienced lash technicians and or aestheticians wanting to further their education

## **Lash Perming Kit- Included (Value \$250)**

- Small Perming Shields
- Medium Perming Shields
- Large Perming Shields
- Perming Solution
- Neutralizing Solution
- Nourishing Solution
- Lash Adhesive
- Lash Up gel remover
- Gel pads
- Applicator wands/ Mascara wands
- Fan
- 1 Perming Wand
- Hypo allergic medical tape





*Lash up*  
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Are you ready to make your own hours? Work for yourself? Triple your income? If so, congratulations, you've taken the first step in building a fun and rewarding career for yourself!

Why choose Lash Up Pro? We're perfectionists at what we do! Our educators are some of the best in the industry, holding multiple certificates in signature, volume and perming techniques. As the lash industry continues to grow so does the knowledge of each our educators. We're ready to share our knowledge with you!



Lash Up Pro is a Canadian based lash company known for its luxury eyelash services, products and industry leading education. Our founder Carlea Stackaruk started as a lash artist in the early years of her cosmetology career. At that time, eyelash extensions were a new service and very unheard of, not just to the consumer, but also to cosmetologists themselves. As she continued to grow as a lash artist, Carlea recognized the lack of quality products available. After years of trial and error, troubleshooting, and multiple attempts to develop the perfect product line, Carlea launched Lash Up and Lash Up Pro Academy! Today Lash Up is proud to be one of the top industry leaders in both lash extension services and education!

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### ***Did You Know?***

*Lash extensions were created by movie director D.W. Griffith in 1916. He wanted his leading ladies to have lashes that grazed the cheeks when eyes were closed.*

At Lash Up Pro, we believe that learning never stops! Once a Lash Up artist always a Lash Up artist! We promise to always remain current, and update our manuals as new information and techniques come available. Whenever updates are made to our curriculum we'll send you a copy of our most update and current manual! As a certified Lash Up artist we welcome you to enrol in our Refresher Courses, free of charge!



# Certificate of Completion

THIS CERTIFIES THAT

\_\_\_\_\_  
HAS SUCCESSFULLY COMPLETED THE  
**LASH PERMING COURSE**

\_\_\_\_\_  
CARLEA STACKARUK  
OWNER LASH UP PRO ACADEMY

\_\_\_\_\_  
DATE OF COMPLETION





***“Thank You For Choosing Lash Up For  
Your Lash Education”***



LASHUP



3 LEVELS OF DECONTAMINATION	DEFINITION	EXAMPLES
<p><b>Sterlization</b></p>	<ul style="list-style-type: none"> <li>• Highest level of decontamination</li> <li>• Kills all microorganisms including bacteria, viruses, fungi and bacterial spores.</li> <li>• Tools that come into contact with bodily fluids require sterilization.</li> </ul>	<ul style="list-style-type: none"> <li>• Hot bead sterilizer</li> <li>• CS20 soak</li> <li>• Autoclave</li> <li>• Barbicide</li> </ul>
<p><b>Disinfection</b></p>	<ul style="list-style-type: none"> <li>• Process of killing most microorganisms on hard, nonporous surfaces.</li> </ul>	<ul style="list-style-type: none"> <li>• Lysol spray</li> <li>• All purpose cleaner such as Mr.Clean, Clorox etc.</li> </ul>
<p><b>Sanitation</b></p>	<ul style="list-style-type: none"> <li>• Process of significantly reducing the number of pathogens found on a surface such as cleaning with soap or using alcohol pads.</li> </ul>	<ul style="list-style-type: none"> <li>• Hand sanitizer</li> <li>• Alcohol pads</li> </ul>





# Correct Use of Disinfectants

Any item that is used on a client must be disinfected or discarded after each use. Items that cannot be disinfected, such as mascara wands, lip applicator wands must be discarded. Non-porous tools such as tweezers must be sterilized after each use.

Disinfectants are chemical agents used to destroy microorganisms on hard, non-porous surfaces. To use a disinfectant properly, read and follow the manufacturer's instructions. Completely immerse the tools for the required amount of time and never reuse disinfectant solutions.

## How to Clean and Disinfect Tweezers

1. Pre- Clean to remove adhesive residue from the tip of the tweezers using a buffer or gel remover
2. Rinse thoroughly, pat dry with paper towel
3. Mix disinfectant according to the manufacturers directions or place tweezers in autoclave or other sterilization machine
4. Place tweezers in a clean, closed, dry area (such as a plastic container with lid)

## Most Common Mistakes to Avoid

- Improper sanitation of supplies
- Any tool or applicator making contact with the eyes, or eye area must be properly disinfected or disposed of
- UV sanitizers, as they are called, are not adequate for disinfection
- Alcohol pads and benzalkonium alcohol wipes are not adequate disinfectants- they are antiseptics

ANATOMY / CONDITION	DEFINITION	SYMPTOMS
<b>Conjunctiva</b>	<ul style="list-style-type: none"> <li>• Transparent mucous membrane</li> <li>• Protects and lubricates the eye</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Bacterial Conjunctivitis</b> affects one or both eyes, discharge and spreads by direct contact only. A lash technician can cause bacterial conjunctivitis by not properly cleaning their tweezers. Very contagious.</li> <li>• <b>Viral Conjunctivitis</b> affects one or both eyes, no discharge, never caused by a lash tech and spreads by direct contact only! Very contagious.</li> <li>• <b>Allergic Conjunctivitis</b> similar in appearance to viral conjunctivitis. Symptoms include nasal congestion, swollen eyelids, nasal congestion, itch eyes.</li> </ul>
<b>Scalera</b>	<ul style="list-style-type: none"> <li>• White portion of eye</li> <li>• No nerves or sensation</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Bruised scalera</b> caused by direct force to the eye, referred to a black eye.</li> <li>• <b>Scleritis</b> affects inflammation of the scalera. Caused by improper gel pad application.</li> </ul>
<b>Cornea</b>	<ul style="list-style-type: none"> <li>• Front centre part of the eye, contains iris and pupil.</li> <li>• Highly sensitive part of the eye.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Corneal abrasion</b> caused by improper gel pad application or by rubbing the eye.</li> </ul>
<b>Stye</b>	<ul style="list-style-type: none"> <li>• Red, painful bump or inflamed area on the eyelid.</li> </ul>	<ul style="list-style-type: none"> <li>• Caused by a buildup of bacterial due to not properly cleansing the eye area. Contagious!</li> </ul>
<b>Lash Mites</b>	<ul style="list-style-type: none"> <li>• Tiny bugs described as a parasite.</li> <li>• Transparent in colour.</li> </ul>	<ul style="list-style-type: none"> <li>• Found in the pores and follicles of the eyelashes.</li> <li>• Found on the base of the extensions/ natural lashes.</li> <li>• Build up of bacteria</li> <li>• Poor hygiene</li> <li>• Contagious</li> </ul>



## **A** Anagen / Growth / Baby

The anagen phase is also called the growth phase. This is the phase when lashes are actively growing, and it lasts between 30 and 45 days. Only about 40 percent of the upper lashes and 15 percent of the lower lashes are in the anagen phase at any one time. Each lash will grow to a specific length and then stop. Lashes in the anagen phase be less then 4mm in length.

## **C** Catagen / Transition / Teen

The catagen phase is also known as the transition phase. During this phase, the lash stops growing and the hair follicle shrinks. This phase lasts between two and three weeks. Lashes in the catagen phase will be between 4-5mm in length.

## **T** Telogen / Resting / Adult

The telogen phase is also referred to as the resting phase. This phase lasts 90 days before the eyelash falls out and a new one begins to grow. Because each individual lash is in its own phase of the growing cycle, it's normal for a few lashes to fall out most days. Every three months your client will experience a heavy natural shed. Lashes in the telogen phase will be greater than 5mm in length.









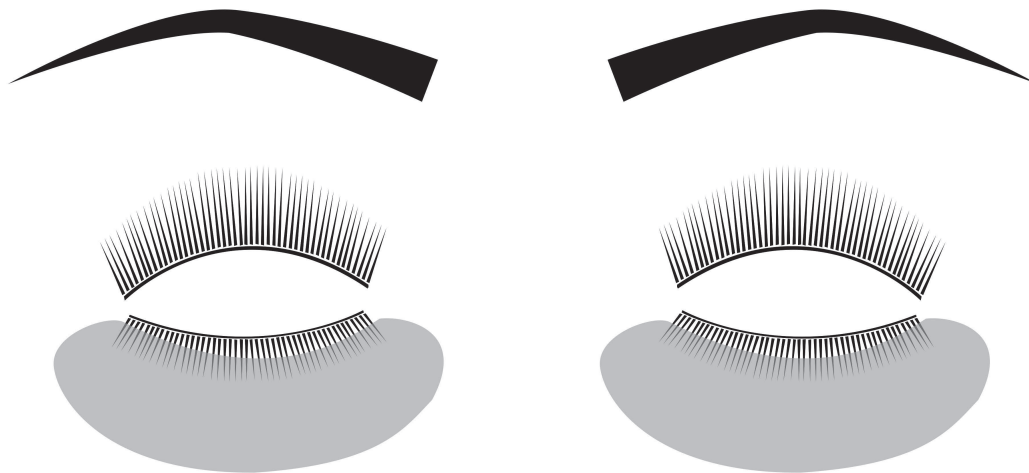
## Gel Pad Application

- Gel pads are used to hold down lower lashes preventing the upper and lower lashes from sticking together
- Gel pads also protect the skin from any product such as adhesive

Place silicone gel pad or lint free gel pad on tips of the lower lashes below the waterline, roughly 1mm from the lash line. The lower lashes may be covered with surgical tape if necessary. ( not all lower lashes held under the gel pad) Use small sections of tape to cover small areas at a time until all lower lashes are covered.

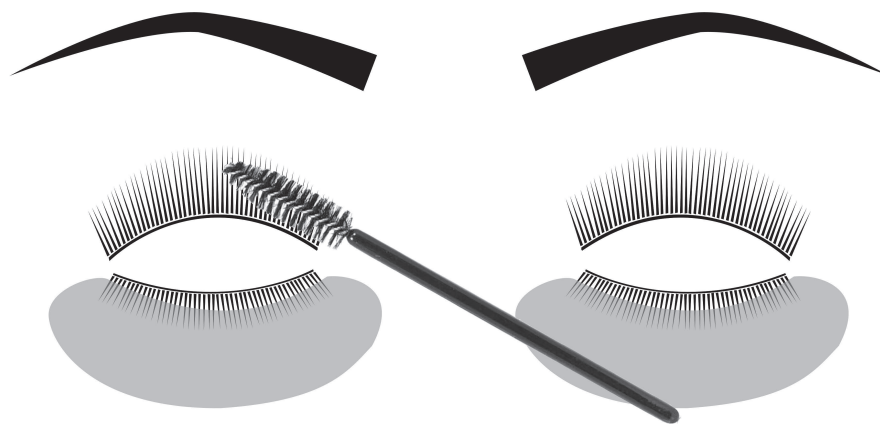
If the gel pad appears to pucker, remove and try again, the gel pads and or tape must lay flat. The pad is adjustable and may need to be applied using a different start point. Please refer to the gel pad application shown in videos.

With the clients eyes now closed, take this opportunity to elevate the clients lashes and determine what curl, density, material, length and shape is best suited for your clients natural lashes and personal preference.



Removing any salt, oil or other debris from the natural lashes is crucial in ensuring clients receive the best curl possible. Individuals with active lifestyles, oiler skin and lashes often don't achieve the best curl. Priming should be done prior to any lash lift to ensure the best curl possible.

1. Apply gel pad and tape to both eyes
2. Soak two applicator wands in Lash Up Priming Solution (flick wands to remove excess product)
3. Place one applicator wand under the lashes and the other on top of the lashes
4. Using applicator wand coat lashes with priming solution
5. Discard applicator wands and fan dry lashes until dry
6. Using a mascara wand brush thoroughly through lashes





# Choosing the Right Shields



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Prior to starting the perming application you'll need to asses your clients lashes to determine the correct size of shield to use. Based on the length of your clients natural lashes we'll determine what shield you'll use.

<b>Small Shields</b>	<b>6mm or less</b>
<b>Medium Shields</b>	<b>7mm to 12mm</b>
<b>Large Shields</b>	<b>Longer then 12mm</b>







1. Using your adhesive (silver cap) apply a generous amount of adhesive to the flat side of the gel pad
2. Gently align the base of the shield to the base of the clients natural lashes as seen in the below photo. To ensure the best result place the base of the shield as close to the lash line/ base of the clients natural lashes as possible.
3. Once you've aligned the base of the shield with the base of the natural lashes lay the shield directly onto the clients lid. Please keep in mind that once the shield is applied to the lid the client will be unable to open their eyes until the shields have been removed.
4. It is normal for a client to experience a warm sensation after the shields have been applied. Depending on the sensitivity of the clients skin some individuals experience a warmer sensation than others. This warm sensation should dissipate within a few seconds, if the feeling continues remove the shields with the "Nourishing Oil" immediately, this should provide immediate relief.

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***“Attract what you expect, reflect what you desire, become what you reselect”***



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1. Apply a generous amount of adhesive to the middle section of the shield
2. Place your lash applicator wand or lash pick underneath the clients natural lashes, begin to pull back the natural lashes folding them onto the lash shields as seen in the photo below.  
**Tip:** How the natural lashes are placed onto the shields is how they will perm. If the natural lashes are criss crossing in multiple directions, this is how the lash will curl. Try and place the natural lashes as straight as possible on the shields to achieve the best result.
3. New lash growth (baby hairs / anagen hairs) may be more difficult to stick to the shield and may require multiple attempts to adhere to the shields. This is normal, apply slightly more lash adhesive and continue to pull the natural lashes back onto the shields.
4. Once all of the natural lashes are adhered to the shields double check your work to ensure all of the lashes are laying straight, if not manipulate the lashes until they're laying straight on the shields.





### Perming

1. Open a perming packet (pink solution) and apply a generous amount of solution to the base and mid section of the lashes on the shield as seen in the photo below.
2. Individuals with thinner natural lashes such as Caucasian, Asian or elderly clients leave solution on for 10 to 12 minutes.
3. Individuals with thicker natural lashes such as Mediterranean or African American clients leave solution on for 13 to 15 minutes.
4. The smell of the perm solution may irritate your clients eyes, run a fan throughout the appointment to circulate air and eliminate any irritation from occurring.
5. Once the proper amount of perming time has passed remove the perming solution with an applicator wand and discard.







## Neutralizing

1. Open a neutralizing packet (blue solution) and apply a generous amount of solution to the base and mid section of the lashes on the shield as seen in the photo below.
2. Individuals with thinner natural lashes such as Caucasian, Asian or elderly clients leave solution on for 10 to 12 minutes.
3. Individuals with thicker natural lashes such as Mediterranean or African American clients leave solution on for 13 to 15 minutes.
4. The smell of the neutralizing solution may irritate your clients eyes, run a fan throughout the appointment to circulate air and eliminate any irritation from occurring.
5. Once the proper amount of neutralizing time has passed remove solution with an applicator wand \ and discard.

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### Nourishing

1. Open a nourishing packet and apply a generous amount of solution all over the clients lashes using an applicator wand (tips and base of the lashes).
2. Gently rub the solution onto the lashes until they've lifted from the shield.
3. Once all of the lashes have lifted, gently lift the shield and massage nourishing oil onto the clients lid, this will cause the shield to lift from the clients eyelid. It is common to use a generous amount of nourishing oil for this step.
4. Once the shield has been removed, use an applicator wand (with nourishing oil) to remove any glue residue left on the clients lashes and or eyelid.
5. Once all glue residue has been removed, gently brush the clients lashes in an upward motion, we recommend doing this step with the client sitting up!

**Note:** If your client is getting her lashes tinted, the tint application is performed prior to the nourishing oil being applied!

***“Happiest girls are the  
prettiest”***



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1. Individuals with blonde or lighter coloured natural lashes will benefit the most from a tint. Those with dark natural lashes such as Mediterranean or African American clients will barely notice the effect of a tint, as their natural lashes are already black. It's important to understand lash tinting will not replace the look of mascara, mascara contains fibres that make our lashes appear thicker and longer. Unlike mascara, a lash tint is simply tinting (dying) ones natural lashes, tinting will produce a dark black look similar to that of mascara, however it will not duplicate the texture or enhancement of the mascara.
2. Tinting should be done before Step #3
3. Once the proper amount of neutralizing time has passed remove solution with an applicator wand and discard.
4. Remove gel pads and gently reapply directly onto the skin, leaving exposed the lower lashes on top of the gel pad. Prior to starting tint ask client if they'd like their lower lashes tinted as well. If they do not simply disregard this step.
5. In a petri dish or other small container mix two pea sized drops of tint solution with 3 to 4 drop of developing solution, mix thoroughly.
6. Using an applicator wand apply a generous amount of mixed tint salutation to the clients lashes. Apply tint as close to the root of the natural lash as possible, the whole natural lash should be coated in tint solution.
7. Let solution process for 10 to 15 minutes dependent on the thickness of the lashes.
8. Using an applicator wand remove tint solution
9. Open a nourishing packet (brown solution) and apply a generous amount of solution to the tips and mid section of the lashes on the shield as seen in the photo below.
10. The nourishing step is meant to nourish and remove the natural lashes from the shields.
11. Gently rub your applicator wand on the shield to remove the natural lashes from the shields.
12. Apply a generous amount of the nourishing solution under each shield and start gently rubbing the skin, the shield will start to separate from the skin allowing you to remove it from the clients lid.
13. Once each shield has been removed provide your client with a warm face cloth to remove & excess solution.
14. Dry the clients lashes with a fan and brush through thoroughly.







***While the vast majority of clients generally allow their extensions to shed off naturally, should they choose not to maintain them, there are several reasons for removing lash extensions.***

- The client is not from the area and will be traveling to where there are no certified Lash Up Pro Technician to follow up with.
- Due to an application error
- If a client had an allergic reaction
- Perhaps the client is only interested in having eyelash extensions for a special occasion
- The client may not be able to afford regular fills

**The adhesive remover gel is for professional use and must only be used as directed:**

**When applying the remover your client should be laying down**

1. Apply silicone gel pads to protect lower lashes and skin
2. Apply a generous amount of gel remover to clients lashes
3. Have client sit up right for roughly 10 mins
4. Provide client with mini fan to help eliminate fumes from gel remover
5. Stroke the extensions in a downward motion with an applicator wand, it may take a few moments/ strokes to remove all of the extensions
6. Once all extensions are removed, remove all excess remover from clients eyes, then remove gel pads.
7. Ensure client keeps eyes remain closed, provide client with warm face cloth and or eyelash cleanser to rub eyes
8. Slowly have client open their eyes

Building a clientele can be a daunting task! It's important to remember that this process will take time, patience and a financial investment!

## **Referrals**

This is where the financial investment comes into play. You need to be willing to set your prices lower than your competition, however not too low that your work appears "cheap." Be willing to offer free fills or discounts in exchange for new clients. Tell your existing clients that for every 2 new clients they refer, they will receive a free fill or 1/2 off a full set, this will start to build your business and get your name out there! Get business cards made as soon as possible so you can start passing them out immediately!

## **Social Media & Branding**

Get online as soon as possible! Building a website where people can find you and becoming active on social media are huge ways to build your business! Social media is an amazing marketing platform to show off your work! Create an Instagram and Facebook account for your lash business. Post different photos, tips and trick of lash extensions. Clients are always looking for new way to improve their retention and learn new and interesting facts about lash extensions. Social media is also an amazing platform to do giveaways, announce discounts and monthly specials.

## **Running Ads, Deal or Coupons**

Companies like Groupon and Living Social make it easy to reach a wide audience in your area. Facebook lets you run ads and targets a very specific market. While these can be good options, be careful as most these companies will take a substantial cut. You'll want to run ads, deals or coupons sparingly as they do not financially benefit your company. While some lash artists have had success with these methods, keep in mind that you're looking to build a long lasting clientele and reaching out to people looking for deals and cheap services isn't always the way to do it.

## **Become an Active Member of the Lash Artist Community**

Get to know other lash artists in your community and around the world! There are several Facebook pages dedicated to eyelash extensions where lash artists ask questions, post pictures, ask for advice and everything else in between.

## **World of Mouth**

Word of mouth is huge, and probably the biggest way to attract new clients. For every happy client, a client will tell 2 of their friends, for every unhappy client they'll tell typically eleven of their friends! Ensure your providing only best customer service to your clients!



# [Lash Lift Consent]

I agree to have an eyelash lift (perm) and/or eyelash tint applied to my natural eyelashes and/or retouched. By signing this agreement, I consent to the procedure of an eyelash perm or eyelash tint by my technician.

I understand there are risks associated with having an eyelash perm and/or eyelash tint. I further understand that as part of the procedure, eye irritation, eye pain, eye itching, discomfort, and in rare cases eye infection or blurriness could occur. I agree that if I experience any of these medical conditions with my lashes that I will contact my technician and consult a physician at my own expense.

I understand that even though my technician perms the lashes using the proper technique, the instruments, tapes, cleaners, eye gel pads, adhesives, and removers used may irritate my eyes or require a physician's follow-up care.

I understand and agree to the care instructions provided by my technician for the use and care of my permed and/or tinted eyelashes. I realize and accept the consequences of failure to adhere to these instructions may cause the eyelashes to not stay permed as long as told.

I understand and consent to having my eyes closed and covered for the duration of the 45-60 minute procedure.

I am informing my technician of the following conditions by marking with a check:

- Current use of contact lenses which I agree to remove during application \_\_\_\_\_
- Current use of anything such as oil-containing sunscreen or moisturizers around the eyes \_\_\_\_\_
- Current use of eyedrops of any kind, prescription or over-the-counter \_\_\_\_\_
- Current allergies or sensitivities to instruments, fumes, tapes, cleaners, eye gel pads, adhesives, and removers that could cause my eyes to water and blink in excess \_\_\_\_\_
- History of recurrent eye or tear duct infections \_\_\_\_\_
- History of dry eyes or Sjogren's Syndrome \_\_\_\_\_
- Recent history of Chemotherapy \_\_\_\_\_
- Other medical conditions which would prohibit or compromise the procedure of this eyelash perm \_\_\_\_\_

I agree to the following eyelash perm maintenance instructions:

No water can come in contact with the eye area for 24 hours after application

This agreement will remain in effect for this procedure and all future procedures conducted by my technician.

I read English and understand that this agreement is legal and binding. I have read and fully understand all information in this agreement.

I am over 18 years of age and consent to this agreement and to treatment.

I release my technician from all liability associated with this procedure, which is performed with the utmost attention to safety and proper application using tools and products that the technician has been professionally trained to use.

There are no guarantees for length of time the lashes will stay permed. I understand the aftercare instructions and will do my part to maintain my eyes. I understand that there are many factors that may affect the life of the eyelash lift such as water and moisture contact, weather, and activities involving exposure to high temperatures.

By signing below, I understand that I have read and understand the above statements and agree to them. (An insurance release form may also need to be signed that provides coverage for this procedure).

In some circumstances two treatments are required to obtain the look you're going for. Unlike lash extensions we cannot predict the outcome of a lash lift service.

\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_ / \_\_ \_\_, / \_\_\_\_

\_\_\_\_ Technician signature: \_\_\_\_\_

Date: \_\_ / \_\_ \_\_, / \_\_\_\_

Permission is granted to take photos of my eyes/ face which may be used for marketing purposes on a website, salon or class.

\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_ / \_\_ \_\_, / \_\_\_\_











[lashuppro.ca](http://lashuppro.ca)