



Signature Manual

## Level 1 - Signature Course Overview



#### Lash Up PRO Academy

The eyelash extension trend has exploded making lash extensions the fastest growing trend in the beauty industry. With millions of women currently wearing lash extensions, the demand for certified lash technicians is growing! 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 Academy? We're perfectionists at what we do! Our educators are some of the best in the industry, holding multiple certificates in both signature and volume lashing 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!

#### 2 Day Signature Lash Course

Our 2 day Advanced Lash Up PRO Certification program will teach you all the fundamentals of lash extension application including eye health and anatomy, lash growth patterns, application techniques, lash texturing, company start up and marketing techniques as well as aftercare instructions to name a few. After completing our program you will feel educated and ready to start your career as an experienced lash tech.

#### This Program is ideal for:

- Those with no prior experience in eyelash extensions
- Experienced lash techs wanting to take their education and training to a more elite level

# ARE YOU LASHED UP?





At Lash Up, we're dedicated to providing individuals, academies and future salon professionals with the best and most current lash extension training and products available.

Specializing in eye lash extensions, we've mastered the art and perfected many unique application techniques only taught by our certified training staff. Our educators are some of the best in the industry, holding multiple certificates in both signature and volume lashing techniques.

As the lash extension industry continues to grow so does the knowledge of each one of our educators. We're proud to teach the most current lash techniques known to date. We're excited to share our knowledge with you!

"Don't cry over the past it's gone.

Don't stress about the future, it hasn't arrived.

Live in the present and make it count."

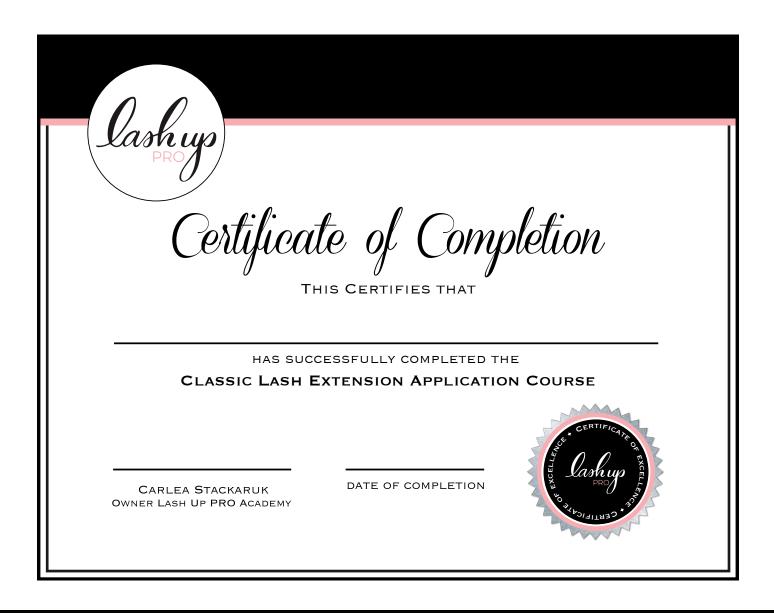




Lash Up is a Canadian based lash boutique known for its luxury eyelash services, products and industry leading education. Our founder Carlea Stackaruk started as a lash artist in the early years of her cosmetology career. At that time, eyelash extensions were a new service and very unheard of, not just 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!



At Lash Up, 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 updated and current manual!



## History of Lash Extensions



Long, luxurious eyelashes have become the hottest new beauty trend in the world. With eyelash extensions, women can enjoy lengthy lashes for up to 4-6 weeks with no daily need for curlers, mascaras, or mediocre false lashes from a drugstore. Compared to their current popularity among celebrities and the general public alike, lash extensions originated from more modest beginnings.

#### The Origins of the Lash Extension Craze

It all began in 1916 during the production of the D.W. Griffith film Intolerance. Griffith's vision for the main character of the film, played by Seena Owen, was to have lashes that "brushed her cheeks," to make her shine large than life." With a few strands of human hair and fine gauze, a local wig maker designed the first false lashes for Owen — and the obsession with lengthy, feathery lashes began. In the years following Seena Owen's false lash debut, eyelash extensions gained popularity and continued to develop. In the 40's and 50's, artificial lashes struck the scene.



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.

The beauty industry experimented with different lash styles and application techniques. False lashes grew especially popular in the 60's, when women desired overdone, doe-eyed lashes like Twiggy. While today's clients want their lashes to look as natural as possible, the most important thing in the 60's was boldness. No matter if they were made of human hair or artificial materials, applied individually or on a strip, women requesting eyelash extensions wanted other women to be able to tell that they were wearing falsies.

#### **Eyelash Extensions As We Now Know Them**

Fast-forward to 2004, when America was first introduced to the modern-day eyelash extension. Pasha Paing brought eyelash extensions to South Korea over 25 years ago. He is the chairman of KELA (Korean Eye Lash Association) and is the founder of the "layered technique" using different curls, lengths and diameters in one set of lashes to achieve the most natural look. Celebrities such as Paris Hilton, Lindsay Lohan, Madonna, and Jennifer Lopez were some of the first celebrities to openly declare their use and love of eyelash extensions, and increasing popularity among the general public quickly followed.

#### **Clusters (Band of Lashes)**

Lash extensions should be applied on a one to one basis, one extension applied to one natural lash. Clusters are applied on top of the natural lash line instead of individually. Because our natural lashes grow at different stages, the tension and weight of the cluster can cause premature lash loss. This can lead to a type of hair loss called Traction Alopecia if done repeatedly.

#### Summary of reasons why clusters are damaging:

- Not applied one to one therefore natural shedding cannot occur
- Extremely heavy on our natural lashes
- Excessive amount of adhesive used

#### Volume Lash Extensions 2 - 6:1

When performing volume techniques lighter lash densities are used allowing technicians to apply more then 1 extension to every one natural lash. Individuals seeking volume lashes desire a fuller more dramatic look. Unlike signature lashes, volume extensions transform a client's lashes from 75 to 150 natural lashes to 300+ lashes.

#### **Signature Lash Extensions 1:1**

Signature lash extensions is the application of one extension to every one of your natural lashes. Single lash extensions are manufactured out of various materials such as synthetic, silk, faux mink and mink extensions. Technicians isolate and adhere one extension to every one of your natural lashes to ensure proper application and shedding patterns. Fullness of a signature set is based on what the client naturally has - 75 of natural lashes results in 75 extenions.





ANATOMY / CONDITION	DEFINITION	SYMPTOMS
Conjunctiva	<ul><li>Transparent mucous membrane</li><li>Protects and lubricates the eye</li></ul>	Bacterial Conjunctivitis 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.
		<ul> <li>Viral Conjunctivitis affects one or both eyes, no discharge, never caused by a lash tech and spreads by direct contact only! Very contagious.</li> </ul>
		<ul> <li>Allergic Conjunctivitis similar in appearance to viral conjunctivitis. Symptoms include nasal congestion, swollen eyelids, nasal congestion, itch eyes.</li> </ul>
Scalera	<ul><li>White portion of eye</li><li>No nerves or sensation</li></ul>	<ul> <li>Bruised scalera caused by direct force to the eye, referred to a black eye.</li> <li>Scleritis affects inflammation of the scalera. Caused by improper gel pad application.</li> </ul>
Cornea	<ul> <li>Front centre part of the eye, contains iris and pupil.</li> <li>Highly sensitive part of the eye.</li> </ul>	• <b>Corneal abrasion</b> caused by improper gel pad application or by rubbing the eye.
Stye	<ul> <li>Red, painful bump or inflammed area on the eyelid.</li> </ul>	<ul> <li>Caused by a buildup of bacterial due to not properly cleansing the eye area. Contagious!</li> </ul>
Lash Mites	<ul> <li>Tiny bugs described as a parasite.</li> <li>Transparent in colour.</li> </ul>	<ul> <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>

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# "Keep your lashes long and your standards high"



Notes:			

### We Aren't Doctors



We can't treat or diagnose medical conditions, nor can we prescribe medications, we can however recommend oral antihistamines like Loratadine (Claritin) to help with the swelling and itching.

**Histamine** is a protein that is released as part of the body's immune system response during an allergic reaction. Presence of a histamine can lead to inflammation and swelling, which is why antihistamines are often prescribed for allergy symptoms.

**Antihistamines** are a part of the body's natural allergic responses to the release of histamines, a substance that dilates the blood vessels, making the walls of blood vessels abnormally permeable. Symptoms caused by histamines include a runny nose and itchy, watery eyes. Antihistamines reduce allergic reactions by blocking the attachment of histamine to cells in the body that produce an allergic response.

If an allergic reaction occurs, it usually happens within 24 hours after having the lashes applied. Allergic reactions can occur during an appointment or up to 24 hours after the application. Typically if an allergic reaction has oocured 24 hours after the application it is a result of something other than the lash extensions.

If a client arrives at their appointment with any type of eye irritation defer from offering any services to them until the irritation subsides.

Notes:			

An allergy is an over sensitivity of the immune system to something that many people have normal interactions with daily. Symptoms of an allergic reaction to lash extensions may include red puffy eyes as well as itchiness. if an allergic reaction has occurred these symptoms will last until the extensions have been removed. These symptoms can worsen with time and exposure. The more your body is exposed to the allergen the stronger and more dramatic the allergic reaction will be. Clients who've had an allergic reaction to lash extensions should differ from getting the service.

#### Treating an allergic reaction

Usually an allergic reaction to eyelash extensions will effect both eyes. Recommend your client take an antihistamine as this will help to calm the symptoms until the extensions can properly be removed. If the antihistamine works you can be confident that an allergic reaction has occurred.

#### **Allergic Conjunctivitis:**

Very similar in appearance to viral conjunctivitis, but accompanied by nasal congestion, sneezing, eyelid swelling and sensitivity to light. Both eyes would be affected and is not considered contagious. Allergic conjunctivitis is very common in individuals who have sensitive eyes and are experiencing an allergic reaction to lash extensions.

Tip:	
Offer your client a complimentary patch test if reaction has occurred in the past.	
Notes:	

# Causes for an Allergic Reaction



There are a number of things that could cause an allergic reaction, it's not always your product, although it is the first thing clients will assume is causing the allergic reaction to occur. Some clients may experience allergies after wearing lash extensions for months or even years! How can this be? Allergy specialist Steve Kerry says "Think of your body as a bucket, each time you use a certain chemical you add a drop to the bucket. When the bucket is full, you're body can no longer tolerate the chemical and it becomes hazardous to your health. Some people have a tolerance the size of a bathtub, others the size of a teaspoon. There is no way to measure your remaining tolerance level, and there is no way of emptying the bucket."

Check the list before assuming the reaction is a result of the product being used:

- Did you place the lashes to close to the skin?
- Did you use to much adhesive?

• Fumes from the adhesive, try running a fan to help circulate the air

The more adhesive, the greater the chance of a reaction. Why? When adhesive undergoes polymerization, it creates gaseous fumes. More adhesive creates more fumes, which in turn causes more irritation.

- Were your clients eyes slightly open during the appointment?
- Is the gel pad or tape placed to close to the scalar? Are you confusing bruise, broken vessels and redness with an allergic reaction?
- Were your clients lashes cleansed properly? Reactions can be caused by bacteria and make residue not properly cleansed thoroughly before the application.

### Causes for an Allergic Reaction

Allergies and sensitivities vary from person to person. Most eyelash extension adhesives have an acrylate base meaning the main component or ingredient is either Cyanoacrylate, Methyl Acrylate, Ethyl Acrylate or some type of "acrylate." Acrylate's in their monomer states are very irritating and tend to have strong odors.

Everyone should have a basic understanding of the ingredients in the adhesive they use. Whoever is providing your adhesive is responsible to provide you with a MSDS. MSDS stands for Material Safety Data Sheet. These sheets can be somewhat difficult to interpret because of the technical and complicated terms used.

# "I am not what happened to me I am what I choose to become"



Notes:			



## Ingredients Used in Lash Up Adhesive Include:

Methyl Cyanoacrylate is the main ingredient in most lash adhesives. Methyl Cyanoacrylate is responsible for the extension adhering to the natural lash. This is the actual "sticky" part of the adhesive. As it polymerizes, the liquid adhesive becomes solid. Polymerization occurs when the cyanoacrylate comes in contact with water. In this process, fumes are given off from the adhesive which can cause some clients to experience irritation during their lash appointment. Some clients may experience high levels of discomfort, while others may experience little to no irritation. Running a fan during the application can assist in lowering the amount of discomfort the client may experience.

Poly Alkyl Methacrylate/ Poly Isocyanate provides elasticity to the adhesive. You'll notice different adhesives have a variety of textures and consistencies, both in liquid and cured form. Some adhesives are thicker, while others have a more watery consistency. Some adhesives cure and become very stiff, whereas others maintain flexibility in their cured form. Lash Up adhesive will provide a more natural look and feel to the lashes.

Pigment/ Black Carbon gives the deep black colour.

## What is an Irritation?

An irritation can mirror many of the same symptoms to that of an allergic reaction. Irritations are usually a result of the fumes from the adhesive as it solidifies or dries. Individual gas molecules of cyanoacrylate leave the adhesive and can cause red puffy eyes and make the area red and itchy. The difference is that symptoms of an irritation will usually subside after 2 hours verses the symptoms of an allergic reaction can remain until the extensions are removed. One exception is your client has seasonal allergies. Lash extensions can contribute to the symptoms of the seasonal allergies when you already have very sensitive, irritated eyes.

#### **Limiting Irritations**

Running a fan during the application will help to eliminate fumes and irritations from occurring. Ensuring your using proper techniques and following safety procedures will help to limit the amount of irritations that occur.

<sup>\*</sup> Lash Up Adhesive is formaldehyde and latex free!

When We Blink lashuppro.ca



Blinking provides moisture to the eye by irrigation using teats and a lubricant the eyes secrete. Our eye lids provide suction across the eye from the tear duct to the entire eyeball to keep it from drying out. Blinking also protects the eye from irritants. Eyelashes are hairs attached to the upper and lower eyelids that create a line of defense against dust and other particles from entering the eye. It is important to ensure you are consistently cleansing your lashes to prevent any eye infections or build up of debris on your lashes.

The movement of our eyes including blinking are controlled by many different eye muscles. The muscles in the upper eyelid that control the opening and closing of our eyes are the orbicularis oculi and elevator palpebral superior muscles. The obricularis oculi closes the eyelid, while the levator palpebrae opens the eyelid. These muscles are not only crucial to blinking, but also contribute to other functions such as squinting and winking.



# "Goodbye Mascara, Hello Lash Extensions"



notes:		

3 LEVELS OF DECONTAMINATION	DEFINITION	EXAMPLES
Sterlization	<ul> <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> <li>Hot bead sterilizer</li> <li>CS20 soak</li> <li>Autoclave</li> <li>Barbicide</li> </ul>
Disinfection	Process of killing most microorganisms on hard, nonporous surfaces.	Lysol spray     All purpose cleaner such as Mr.Clean, Clorox etc.
Sanitation	<ul> <li>Process of significantly reducing the number of pathogens found on a surface such as cleaning with soap or using alcohol pads.</li> </ul>	Hand sanitizer     Alcohol pads









### **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 used or contaminated lash extensions, mascara wands or lip applicator wands must be discarded. Non-porous tools used in the application of lash extensions, 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 the and follow the manufacturer's instructions. Completely immerse the tools for the required amount of time and never reuse disinfectants 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

# 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.

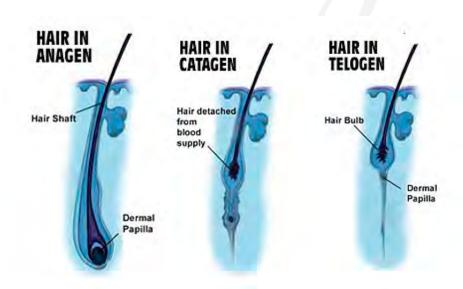
#### Catagen / Transition / Teen

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.





## What is a normal amount of extensions to lose?

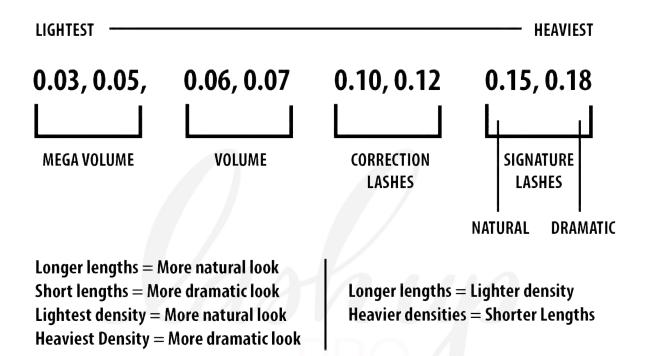
- The average person has 75 to 150 lashes per eye (upper lid)
- Each eye sheds 2-3 lash extensions a day, so...
- In one week you lose 21 extensions
- In two weeks you lose 42 extensions
- In three weeks you lose 63 extensions
- Lash Fills should be done no later than 3 weeks



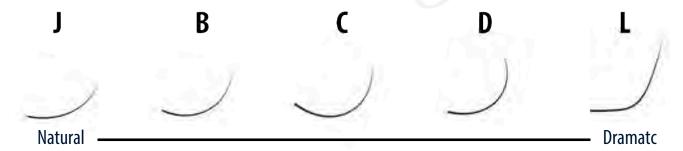
Notes:				

TYPE OF EXTENSION	CHARACTER	RISTICS OF EXTENSION
Faux Mink	<ul><li>Soft</li><li>Flexible</li><li>Feels like a natural lash</li><li>Durable</li><li>Holds curl well</li></ul>	<ul> <li>Manufactured out of PBF plastic</li> <li>Matte black finish</li> <li>Produces a natural finish</li> </ul>
Silk	<ul> <li>Soft</li> <li>Flexible</li> <li>Feels like a natural lash</li> <li>Durable</li> <li>Holds curl well</li> <li>Manufactured out of PBF plast</li> </ul>	<ul> <li>Glossy black finish</li> <li>Produces a dramatic finish similar to mascara</li> </ul>
Mink	<ul><li>Soft</li><li>Flexible</li><li>Animal hair</li><li>Doesn't hold curl well</li><li>Increased allergies</li></ul>	Matte black finish     Produces a natural look
Synthetic	<ul><li>Stiff</li><li>Not flexible</li><li>Not durable</li><li>Glossy black finish, produces a artificial look</li></ul>	• Cheap • Clusters n

#### DENSITIES



#### **CURLS**



- When applying curls, the greater the surface area attached between the natural lash and extension the better the retention will be.
- Curl never results in damage or the natural lash, however curl is the first component we look at when dealing with poor retention.
- Typically lash techs use "C" and "D" curl most frequently. "C" Curl is natural & "D" curl is dramatic.

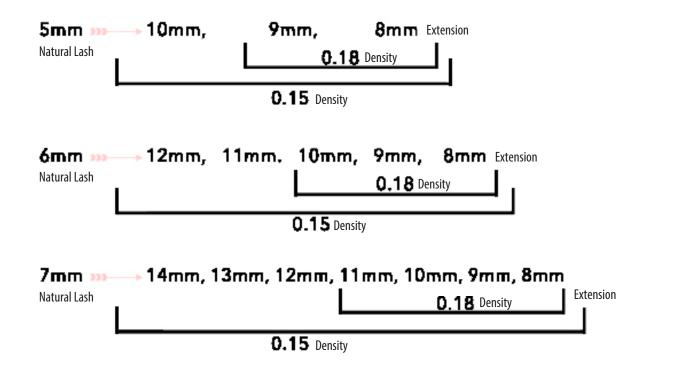


## Length vs. Density Chart

NLL x 2 = Longest 0.15 applied NLL + 4 = longest 0.18 applied

8mm = Shortest extension | 16mm = Longest extension

Higher density = Shorter lengths Longer lengths = Lower density



0.15 Density

Natural Lash

**0.18** Density

Extension

# "I like my lashes, like I like my lashes.... STRONG"



It is important to understand the strength of the natural lash when selecting appropriate lengths and diameters. If an extension is too heavy and/or long for the natural lash damage and poor retention can occur.

**Weak Natural Lashes:** are very light in color and thin in diameter. These lashes will appear very fine and feathery in appearance. Applying extensions that are too heavy for the natural lash will cause the extension to sag or droop. Red heads, blondes, elderly clients as well as individuals with various health conditions can result in thinner, weaker natural lashes.

**Strong Natural Lashes:** are darker in color, thicker in diameter and generally longer in length. East Indian and other Mediterranean ethnicities often have stronger, thicker natural lashes.



# Lash Up Rule of Thumb

Longer Lengths = Lighter Densities Heavier Densities = Shorter Lashes



Notes:		

How you choose to conduct your client consultations will dictate how you're perceived by your clients. Every client is different and ensuring that you treat each individual uniquely will ensure you stand apart from the competition. Consultations should be held prior to every appointment whether your client is brand new or returning for a fill. It is important that you understand any questions or concerns your client may have to help ensure that their overall experience is positive and that they turn into a long term client.

When a client is brand new provide them with a Client Registration Form and Client Consent Form, these forms can be found at back portion of your manual. Our Client Registration Form will asks clients generic questions such as their name, contact info as well as allergies. Other questions such as history in regards to lash extensions are also asked to help you have a better idea regarding your clients past history with lash extensions.

Our Client Registration Form is a legal abiding document between yourself the "provider" and your client the "consumer" ensuring the client understands their risks and obligations during their service. It is very important that you ensure both forms are signed and dated prior to starting their service.

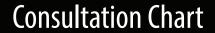
If your client is brand new, the following questions should be asked during your consultation:

- Do you have any allergies?
- Do you have any health concerns?
- Do you wear contacts? Do you wear glasses?
- Have you ever worn/had lash extensions before? If so what did you like and dislike about your previous set?
- What type of look are you going for?
- Do you care more about length or fullness?
- Do you want a natural or dramatic curl?
- What shape are you looking for? Doll eye, natural swoop or cat eye?

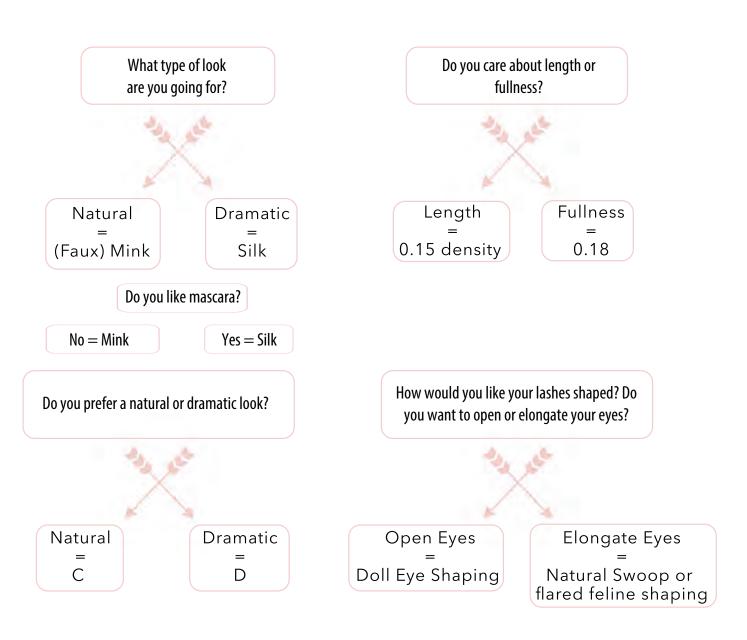
If your client is returning, the following questions should be asked during your consultation:

- How are you liking your lashes?
- Is there anything you'd like to change?

It is important to ensure your client is satisfied with the outcome and longevity of their extensions, by discussing in depth with your client their experience you can troubleshoot any questions or concerns they may be having. Hard copies of Client Registration Forms and Client Consent Forms can be found at the back of your manual.







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How did you hear about us:_ Question	Y			Adverse Reactions?	1000000000
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Question  Have you received eyelash extensions	Y	N	Date &	Adverse Reactions?	1000000000
Have you received eyelash extensions before?  Have you had eyelash	Y	N	Date &	Adverse Reactions?	Stylists Notes



I have agreed to have Semi Permanent Eyelash Extensions applied to and/or removed from my eyelashes. Before my qualified professional can perform this procedure, I understand I must complete this agreement and provide my informed consent by signing and dating where indicated below. For valuable consideration, in order to have Semi Permanent Eyelash Extensions applied and/or removed from my eyelashes:

- 1. Waiver of Liability. I understand there are risks associated with having semi- permanent eyelash extensions applied to and/ or removed from my existing eyelashes, and that notwithstanding the utmost of care in the application or removal of these products, there still exist risks associated with the procedure and product itself, which include, without limitation, eye irritation, eye pain, and some discomfort. As part of this procedure I understand that single eyelash extensions are adhered to my own natural lashes. I understand that the natural lash cycle is sixty to ninety days. When one lash falls out, there is another lash growing in. I, therefore, understand that I will need regular fills every 2- 4 weeks weeks to keep my lashes looking beautiful. I understand that I am required to follow the eyelash extension after care guide in order to maintain my eyelash extensions. I understand that variables, including the natural lash cycle and customer care, will influence the longevity of my eyelash extensions. I understand that it is my responsibility to keep my eyes closed and be still during the entire procedure, until my eyelash technician addresses me to open my eyes. I understand the fumes from the adhesive may cause my eyes to tear up. I agree to disclose any allergies that I may have to latex, surgical tape, cyanocrylate, vaseline etc.
- 2. Permission to Use Pictures. I hereby grant to the professional and Lash Up Corp, the full right to take, publish, and reproduce photographs of me, my face, my eyes and/ or eyelashes, both before and after this procedure, for any advertising, education, or other purposes whatsoever, including the right to retouch these photographs as deemed necessary by Lash Up Corp. I further expressly assign any copyright in the photographs to Lash Up Corp. I also grant my consent for Lash Up Corp to use my image and likeness as contained in these photographs for any advertising or other purposes, along with any comments I may provide.

If you do not agree to the use of your photos please initial here.

- 3. Care and Maintenance. I agree to follow the care and maintenance instructions provided by Lash Up Corp for the use and care of Semi Permanent Eyelash Extensions, and that if any follow up care is required due to my own mistake or negligence, or failure to follow these instruction, this will be at my own expense and risk. I understand that if I do any of the following, it may result in damage to my Semi Permanent Eyelash Extension or may cause my lashes to fall off prematurely. Knowing this I agree to follow the aftercare guide provided to me by Lash Up Corp. I understand that I should not attempt to remove my lash extensions on my own or with any product, but that the procedure recommends that the lash extensions be professionally removed.
- 4. No known Medical Conditions/ Informed Consent. I have read and completed the Lash Up Corp Client Intake Form in its entirety and truth. I acknowledge that I have been advised of the potential harmful or negative side effects that the procedure or removal may cause to those who have specific medical or skin conditions. I understand that the procedure requires that I lay still for up to 90 minutes or longer with my eyes shut, and that if I wear contacts, I must remove my contact lenses for the duration of the application or removal. I further state that I have no known medical condition that might be aggravated by the procedure or any medical condition that would prevent me from complying with or heeding to the professionals instructions or these warnings.

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rint Name:	
ate:	

#### **Supply Set up Checklist Treatment Area Checklist** Tweezers x2 **Lash Bed Mini Scissors** Stool or chair with wheels Jade Stone **Pillow Surgical Tape** Trash Can **Applicator Wands Soft Music** Mini Fan **Consultation Forms Lash Up Pro Adhesive Remover Lash Lamp Lash Up Pro Adhesive Gel pads** Mascara Brushes **Lash Trays**







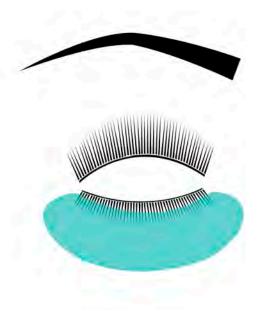


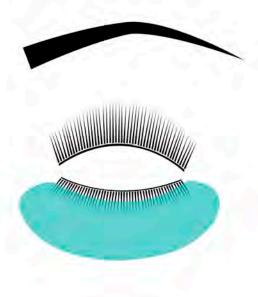
- Gel pads are used to hold down lower lashes preventing the upper and lower lashes from sticking together
- Gel pads also protect the skin from any product such as adhesive

Place silicone gel pad or lint free gel pad on tips of the lower lashes below the waterline. The lower lashes may be covered with surgical tape if necessary. Use small sections of tape to cover small areas at a time until all lower lashes are covered.

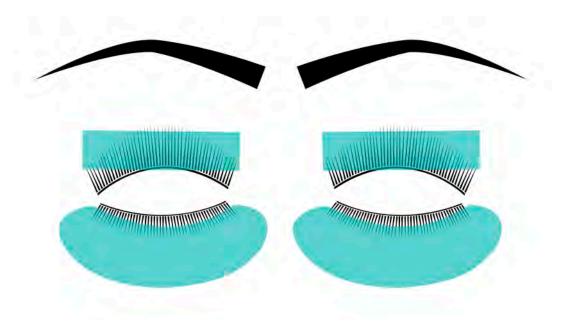
If the gel pad appears to pucker, remove and try again, the gel pads and or tape must lay flat. The pad is adjustable and may need to be applied using a different start point.

With the clients eyes now closed, take this opportunity to access the client's lashes and evaluate what curl, density, material, length and shape is best suited for their natural lashes and personal preference. You're aware of what look your client is going for based on your earlier consultation, now you must see how you can produce that look while ensuring the client's lashes remain healthy.





- Whether you're an experienced lash technician or just starting out, the "tape Up" method will help you ensuring you get every set to their fullest potential
- There are between 75 to 150 lashes per eye. Our lashes do not grow in one straight line, they're staggered in different layers throughout the lash line
- An experienced lash tech may complete 75% of a set then use the "Tape Up" method to ensure all shorter natural lashes that may have been missed are extended
- A junior lash technician may use the "Tape Up" method after applying 10 to 15 extensions to help expose more natural lashes, improve visibility and help with isolation
- The "Tape Up" method can be used as little or as much as one chooses no matter how experienced or new to lashes you may be, it's a great technique to getting the lashes extra full
  - 1. Use a piece of surgical tape the length of the client's eye
  - 2. Holding the tape horizontally to the client's eye, place the tip of the extensions onto the tape and fold lashes backwards towards eyebrows
  - 3. When removing lashes from tape ensure you're very careful and remove lashes one by one to ensure you do not rip lashes or irritate client





DOLL EYE	<ul> <li>Shortest extensions on the outside and inside of the lash line</li> <li>Suitable shaping for those looking to "open" eyes</li> <li>Best suited for hooded eyes, almond eyes and downturned eyes</li> <li>Not suitable for round or protruding eye shapes</li> </ul>	Doll Eye
FLARED FELINE	<ul> <li>Shortest extensions on the inside of the eye, gradually increasing in length towards the outer corner of the eye</li> <li>Suitable shaping for those looking to "elongate" eyes</li> <li>Not suitable for hooded or downturned eye shapes</li> <li>Based on the lengths and curls used, flared feline shaping can produce both a natural and dramatic look</li> </ul>	Flared Feline
NATURAL SWOOP	<ul> <li>Shortest extensions on the inside of the eye, gradually increasing in length, then decreasing again on outer corners</li> <li>Suitable shaping for those with shorter outer lashes, however still looking for "cateye" shaping</li> <li>Suitable shaping for those looking to elongate their eyes</li> <li>Not suitable for hooded or downturned eye shapes</li> <li>Based on the lengths and curls used, flared feline shaping can produce both a natural or dramatic look</li> </ul>	Natural Swoop  Matural Swoop  Matura

ALMOND EYES	<ul> <li>Most common eye shape</li> <li>No limitations regarding shaping</li> <li>Flared feline and natural swoop shaping will produce an elongated look</li> <li>Doll eye shaping will produce an open eyed look</li> <li>All curls will look nice based on clients preference</li> </ul>	Almond Eyes
ROUND EYES	<ul> <li>Individuals with round shaped eyes often have large eyes</li> <li>Avoid doll eye shaping, as this lash shape will produce an open eye look causing the clients eyes to look larger.</li> <li>"C Curl" extensions are best</li> </ul>	Round Eyes
HOODED EYES	<ul> <li>Individuals with hooded eyes have slight "sagging" above their eyes</li> <li>Common in elderly and asain clients</li> <li>Doll eye shaping is most suitable is it will open clients eyes</li> <li>"D Curl" extensions are best</li> </ul>	Hooded Eyes
DOWN TURNED	<ul> <li>Individuals with down turned eyes have a longer upper lid than lower</li> <li>"D" curl extensions will help open the eye</li> <li>Doll eye shaping wil produce an open eyed look</li> </ul>	Down Turned Control of the Control o



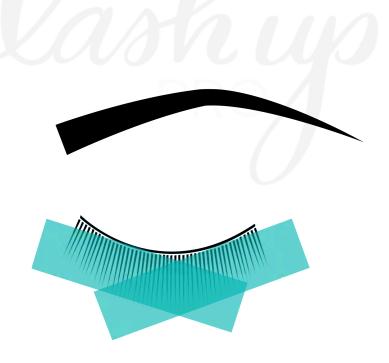
Measure the distance from the outer corner of one eye to the inner corner of that same eye. If the distance is equal to the distance in between an individuals eyes, that person has proportional eyes.

CLOSE SET	<ul> <li>Eyes appear closer together</li> <li>Natural swoop or flared feline shaping will elongate clients eyes</li> <li>Avoid doll eye shaping</li> <li>Curl will not make a difference</li> </ul>	
FAR SET	<ul> <li>Eyes appear further apart</li> <li>Doll eye shaping will make eyes appear closer together</li> <li>Avoid natural swoop or flared feline shaping</li> <li>Curl will not make a difference</li> </ul>	
DEEP SET	<ul> <li>Eyes sit further into the clients skull, appear deeper in the clients face</li> <li>Doll eye shaping is most suitable</li> <li>"D curl" will open clients eyes, making them appear more open</li> </ul>	
PROPORTIONATE	<ul> <li>Most common eye set</li> <li>Eyes sit proportionate on clients face</li> <li>All lash shapes and curls are suitable</li> </ul>	

Taping is one of the most important steps in the entire eyelash application process. When a client closes their eyes, the top lashes should be hardly resting on the top of the tape, while the bottom lashes will remain underneath the tape. The tape should not be bubbly or bumpy.

Tape is used for four different reasons:

- 1. To hold down the bottom lashes and ensure no upper and lower lashes stick together preventing the client from being able to open their eyes.
- 2. To maneuver and stretch the eyelids.
- 3. To lift flat, resting lashes off the gel pads so you don't adhere lashes to the tape/ gel pads.
- 4. To replace the use of gel pads if your client has a latex allergy.



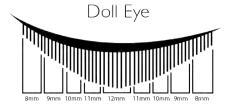


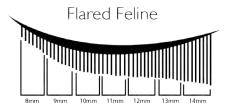
As a new lash technician it can be difficult to ensure both eyes are symmetrical. To ensure this doesn't happen technicians use a technique called "Style mapping."

#### **Steps For Completing Style Mapping:**

- Apply tape and gel pads
- Based on the consultation, what lash shape are you doing? If you're doing a doll eye the longest lash is in the middle, a flared feline at the outer corner, and a natural swoop at the highest point of the eyebrow or 3/4 on the lash line.
- With your lash ruler, measure where the longest section will be.
- Based on that measurement, decrease the length away from that section.

Please refer to the below examples of Style mapping.





# Attract what you expect, reflect what you desire, become what you respect, mirror what you admire."



Notes:			



Removing any salt, oil or other debris from the natural lashes is crucial in ensuring clients receive the best retention possible. Individuals with active lifestyles and oiler skin and lashes often experience poor retention. Priming should be done prior to all fill and full set appointments to ensure the best retention 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



Isolation is one of the most important components to creating a beautiful, healthy set of eyelash extensions. The reason some extensions look so unnatural is because of poor isolation. When proper isolation and application are not being done properly damage to the natural lashes will occur.

When a natural lash is ready to shed, if it is attached to its neighbouring lash it will be unable to shed resulting in damage occurring. In some circumstances styes and ingrown hairs can occur as a result of the natural lashes being unable to shed properly. If poor isolation has occurred your client may complaining of a pokey, pulling sensation and that their eyelashes hurt.

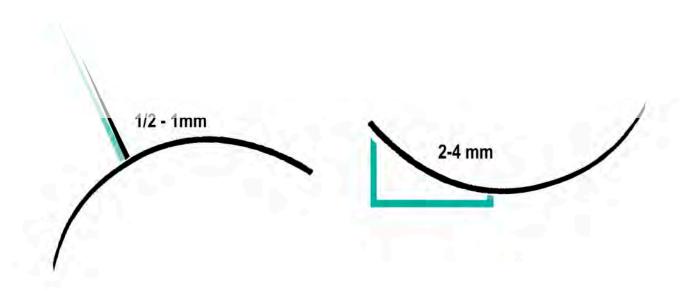




Lash Up Pro Academy teaches you to dip half of the extension into your adhesive. The faster you dip your extension into the adhesive the bigger the droplet you will accumulate at the bottom of the extension. By slowly dipping your extension into the adhesive you'll accumulate the perfect amount of adhesive.

#### Reasons not to swipe and cover the entire extension in adhesive:

- Removes all flexibility the extension has making the lashes feel very stiff
- Excess adhesive will make your extensions look dirty, unnatural and messy
- Excess adhesive adds additional weight to the set (5X)



Humidity affects your adhesive and the application process. Some days your adhesive will work beautifully, while other days it has a harder time drying "sticking." Check the humidity levels in your studio.

Your studio should be between 45%-65% RH humidity and well ventilated. Temperature can also effect your adhesive. 68 degrees ferenheit to 71 degrees ferenheit is recommended. Lash Up recommends replacing your adhesive every 8 weeks.

#### Ways to make your adhesive last longer:

- Keep your adhesive nozzle clean
- Store your adhesive in a cool, dry place and do not leave out in the heat. We do not recommend storing your adhesive in he sun.
- Replace your adhesive every 8 weeks. The key to having lashes LAST is using fresh adhesive. Using fresh adhesive will also help in decreasing allergic reactions.
- Avoid light, heat and moisture.

Professional Tip: Do not store your adhesive in the fridge as condensation may occur causing your adhesive to polymerize.





## **Properly Adhering Extentions to Natural Lashes**

There are many lash extension application methods. Some technicians will adhere the extension on top of the natural lash, while others may adhere the extension on the bottom or side of the natural lash. There is no right way to adhere the extension, some techniques work better than others- it all depends on the technicians.

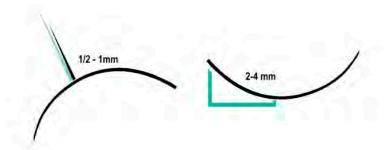
When using adhesive, it is important to remember that as soon as our adhesive is exposed to oxygen it begins oxidizing and turning into solid form. The larger the amount of adhesive the longer it will take to polymerize and dry. Ensuring you're using the right amount of adhesive is key!

Holding the extension at the tip, slowly dip the extension into the adhesive base first. Half of the extension should be covered in adhesive. It is normal to see small beads of adhesive on the extension. The less amount of adhesive you use the more natural the extensions will look.

Ensure when dipping the extension in adhesive you have a lash already isolated to ensure the adhesive does not solidify prior to the extension being applied.

Each extension should be adhered 1 to 2 millimeters from the lash line. Remember our natural lashes have no nerves therefore the extensions you're applying should feel virtually weightless. If the extensions are applied to close, the client will most likely complain of a pokey/ heavy sensation. If the extensions are placed to far away from the lash line, the extensions will appear grown out as if the client is in need of a fill.

When applying each extension ensure proper isolation. The extension should be adhered at the base and middle of the natural lash. Remember the extensions in which you're applying will most likely be longer then the natural lash therefore the extension should only be adhered to 50 to 75 percent of the natural lash.



A nano mister is a small device that dispenses tiny water droplets in a fine mist. Cyanoacrylate needs water to cure. Do not mistake this by having your clients douse their eyes in water. Too much water will shock your adhesive and have the opposite effect, making the lashes flake or chip off.

#### Directions for use:

- 1. Run the mister back and forth over both eyes for 15 seconds.
- 2. The mister should be held 8 to 10 inches away from the eyes. Only the tail end of that mist should be reaching the extensions.
- 3. Your nano mister should constantly be moving from one eye.

If your client is experiencing any irritation during and/or after their appointment, running the nano mister back and forth over both eyes should reduce any discomfort the client is experiencing.





#### The Process:

- 1. Client Consultation
- 2. Gel Pad and Taping Application
- 3. Prime Lashes For maximum cleansing and optimal retention cleanse lashes with Lash Up Primer. Priming balances the PH levels by removing extra proteins, conditions and cleanses the lashes in preparation for adhering extensions.
- 4. Style Mapping
- 5. Dispense 2 to 3 drops of adhesive onto a non absorbent surface and slowly dip 2 to 4mm of the extension into the adhesive.
- 6. Begin applying your pillar lashes, continue applying extensions moving from one eye to the other evenly.
- 7. Brush lashes continuously throughout the appointment.
- 8. Work until lashes are 75% complete, you're now ready to start tape up.
- 9. Tape the tips of the extensions back to expose additional layers, fill any natural lashes that have been missed.
- 10. Complete finishing touches
- 11. Remove tape and gel pads
- 12. Nano Mist
- 13. THE BIG REVEAL!

#### Mixing different lengths and curls into your sets will provide a more customized look.

• Texturing and layering techniques should only be performed after 50 to 75 percent of the set has been applied. We don't recommend mixing different lengths and curls throughout the set until 50 to 75 percent of the set is complete.

#### Steps for texturing/layering

- 1. Apply 50% to 75% of the set and perform "tape up" technique.
- 2. Once the extensions have been taped back you are ready to start texturing and layering techniques
- 3. If you have applied a full set of D Curl extensions, texturize with C Curl extensions in the same lengths you've been applying in each area to achieve a textured, layered look. Do not increase the length of the extensions when applying a different curl.
- 4. If you have applied a full set of C Curl extensions you're unable to texturize with D Curl extensions as the D Curl is a curlier extension than the C Curl. Instead perform "tape up" technique and apply extensions one to two millimeters longer then the lashes applied in that specific area.





# "Happy girls are the prettiest"



Notes:			

Lash Fills lashuppro.ca

Your clients should return for a fill every two to three weeks. If you can keep them on this schedule they should never need a full set again. However, if clients wait longer than two to four weeks for their fills, it is more likely than not that they will need a full set due to the number of lash extensions they've lost. A service or application is typically considered a full set when the client has less than 30% of their extensions remaining.

#### Steps for completing a fill:

- 1. Have a consult with your client, ask he or she how they liked their lashes? Is there anything they want to change?
- 2. Clients requesting a more dramatic look recommend a curlier extension, shorter lengths, thicker densities and perhaps a more dramatic lash shape.
- 3. Clients requesting a more natural look recommend a less curly extension, longer lengths, lighter densities and perhaps a more natural lash shape.
- 4. Sanitize hands, tools and work station.
- 5. Apply gel pads and tape bottom lashes down. Have your client look up at the celling, this will expose the sclera. Use 1 and 1/2 inch pieces of tape and create a wide "X." Start by taping the outer corner lashes, followed by the inner corner lashes. Remember that the eyelid is stretched when the client is looking up, therefore ensure the tape is not applied too close to the client's scalera as this will cause your client irritation. Corneal abrasions and broken blood vessels that occur when taping is done incorrectly.
- 6. Cleanse the lashes with Lash Up Primer to balance the ph levels of the natural lashes and remove any excess oils.
- 7. Banana Peel any extensions that are grown out. Remember each extension applied should be applied 1 to 2mm from the lash line, any extensions further than 1 to 2mm must be removed as these extensions are grown out.
- 8. Using your dominant hand, use tweezers to grab the tip of the extension and gently pull back to force the split at the base of the extensions
- 9. Using your left tweezers grab the extension at the base where the extension is split from the natural lash
- 10. Continuing to hold the extension at the base with you left tweezers, and the tip with your right tweezer, gently using your left tweezer peel the extension from the natural lash in an upward motion
- 11. After all of the grown out extensions have been removed you're ready to begin applying extensions. Ensure that you're properly isolating each natural lash prior to applying an extension. Repeat, until the "fill" has been completed.



# "Goodbye Mascara, Hello Lash Extensions"



Notes:			

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:

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



### **After Care Instructions**



- Do not get your eyelash extensions wet for 4 hours
- Avoid saunas, steam rooms and hot yoga for at least 24 hours after application
- Do not use oil based products near your eyes
- Use an eyelash extension cleanser daily to clean your eyes and remove any eye makeup
- Use only water based facial cleaners
- Do not wear mascara on your lash extensions
- Do not perm or tint your lash extensions
- Do not use a mechanical lash curler on your extensions
- Do not pick or pull on your lashes
- In order to maintain one's lash extensions, regular fills are required every 2 to 4 weeks

Although your client's lashes will dry when they leave, it takes 4 hours for the adhesive to fully cure. Getting the lashes wet will reactivate the adhesive leaving the lashes feeling sticky and/or tacky. This will likely result in the lashes sticking together and clumping. Advise your clients that if the extensions should get wet before the 4 hours, they're to brush their lashes, or pick them apart with a toothpick and blow dry their lashes on a cool setting to ensure extensions are dry and separated.

Notes:		

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 tricks 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 of 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.

#### **Word 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 you're providing only the best customer service to your clients!



# Thank you for choosing Lash Up for your lash education.



Notes:			

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