



LashMakers

Training Manual

Lash Material Types

Classic Mink

Synthetic material, PBT - Polybutylene terephthalate (high-performance thermoplastic) .

Lashes made of Classic Mink come in thickness of 0.10mm in diameter and thicker (0.12mm, 0.15mm, 0.18mm, 0.20mm, 0.25mm, 0.30mm).

*0.10mm can be used for 1:1 and Volume application, any other thickness 1:1 application only.

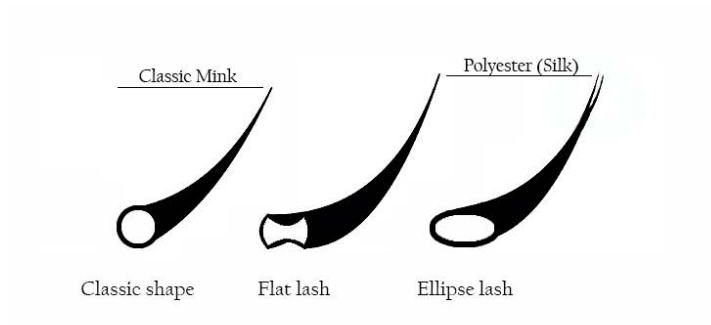
Siberian Mink

Real animal hair comes in thickness of 0.15mm in diameter although typically thickness and curls are slightly different since it is a natural hair. 1:1 or 2D application only. Siberian mink is not widely used due to the possibility of allergic reaction and inability of the lash extension to maintain the curl.

Silk

Synthetic material, known as polyester. Softer and lighter in weight than traditional PBT. This material is used for Volume and Flat/Ellipse lashes.

Classic Lash Types



Classic shape

Mimics the shape of the natural lash - round in diameter and pointy at the tip.

Flat lash

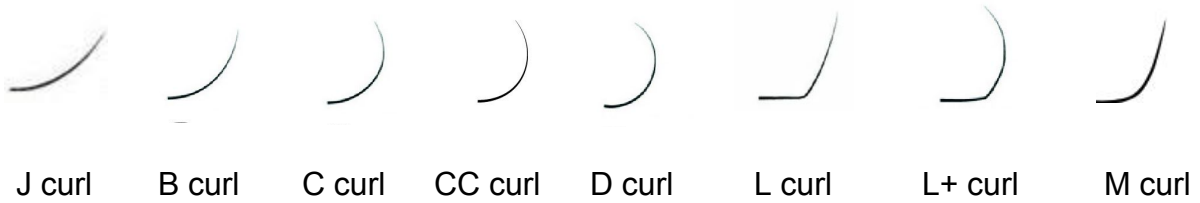
Has a hollow on top and bottom of the lash and is flattened from the root to the tip.

Ellipse lash

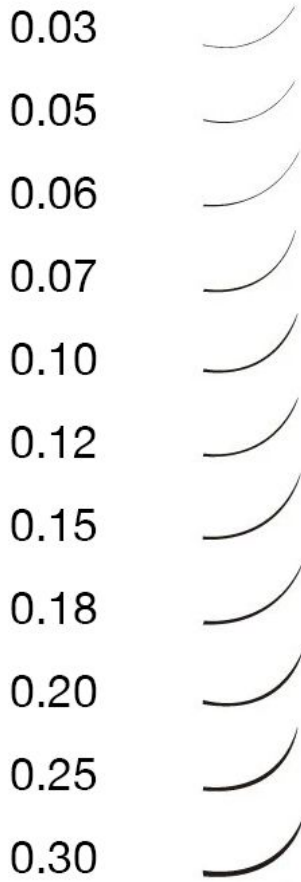
oval shape of the diameter (Ellipse), flattened with a slight split at the tip.

Lash Curls, Thickness and Length

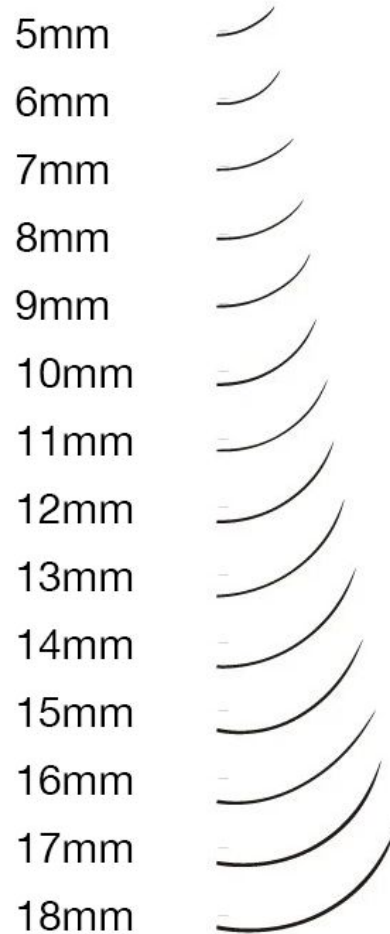
Curls



Thickness

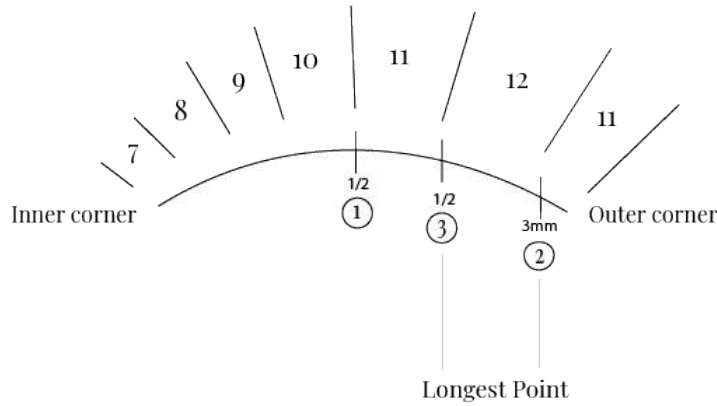


Length



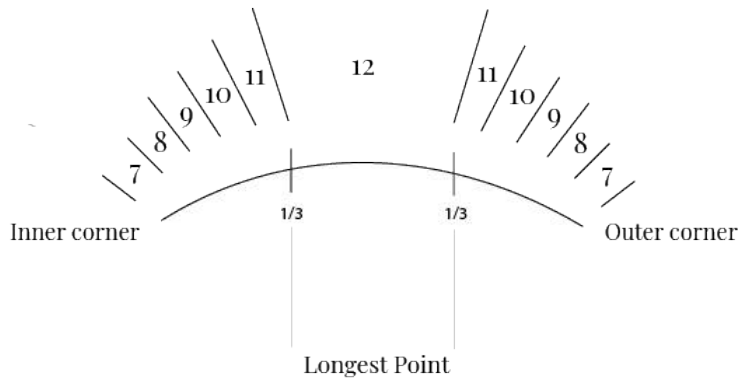
kŪ i b

Cat



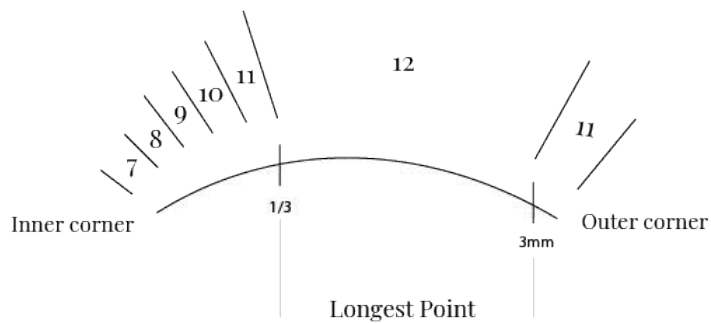
- Small eye x
- Far sitting eyes x
- Downturn x
- Prominent ✓
- Almond/avg sitting eyes ✓

Round



- Small eye ✓
- Close sitting eyes x
- Downturn ✓
- Prominent x
- Almond/avg sitting eyes ✓

Doll



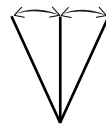
- Small eye ✓
- Far sitting eyes ✓
- Downturn ✓
- Prominent ✓
- Almond/avg sitting eyes ✓

RUSSIAN VOLUME STANDARDS VS. AMERICAN VOLUME STANDARDS

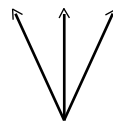
RUSSIAN / AMERICAN - DESCRIPTION OF FANNING TECHNIQUE

Russian Volume Standards:

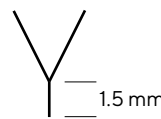
- Symmetry



- Narrow opening
all lashes with the fan point up



- Small Bases



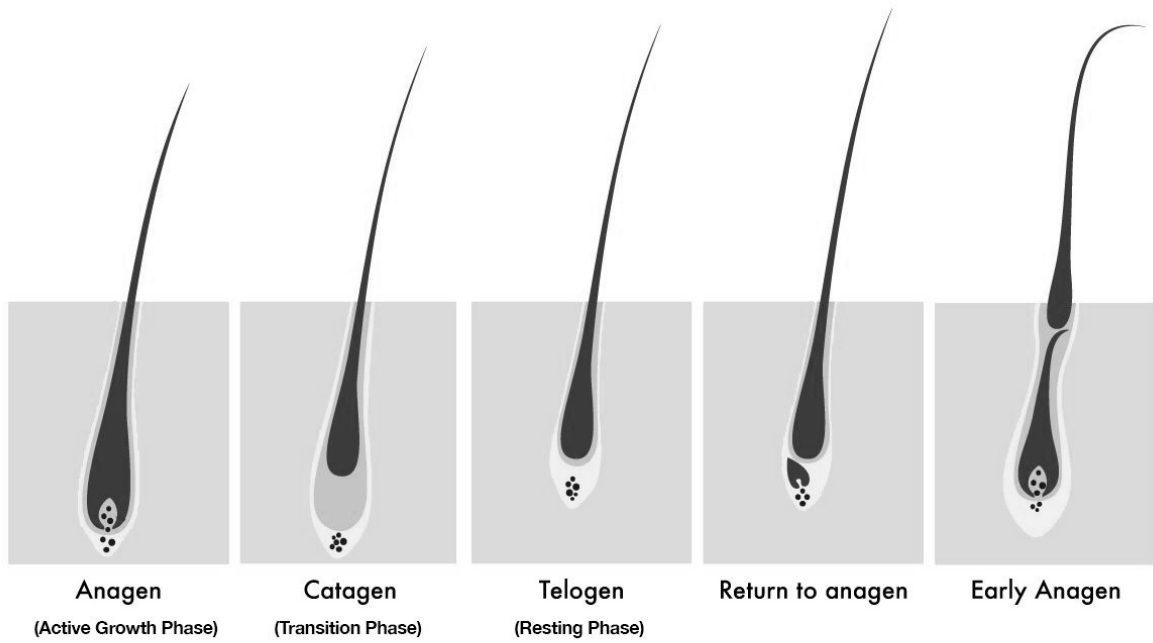
Thickness used **0.07** mm/ **0.10** mm

American Volume Standards:

- No particular requirements presented when working with American Volume Technique
- The goal is to fluff-up /open the fan

Thickness used **0.05** mm and **thinner**

Natural Lash Growth Cycle



ESSENTIAL RETENTION INFORMATION

The actual glue has very little to do with retention (*pretty much only when it's too tacky as it doesn't travel*) as once it dries out you can think of it as a piece of plastic. It doesn't disintegrate or falls apart. You CAN'T loosen it up with water or oil (*some biggest myths here*).

Retention needs to be learnt, it needs training but here are some basic things to understand and keep practicing:

Retention is mostly about the amount of glue and prep. Avoid primer (*or any other alcohol containing products*) and saline (*it leaves salt residue*). You basically want to apply lashes on clean, alcohol free surface.

Another thing is amount of glue, too little simply doesn't last. Now we don't want to load it up nether but you gotta use enough: you should be able to see the glue you are collecting with the base of your lash/fan.

Golden rule: dip 2mm into the glue.

Humidity and temp has absolutely nothing to do with retention, it only affects the drying time of your glue.

NO GLUE likes cold. Should be room temp (*73 degrees or so*), because it doesn't stay mixed in lower temp.

Clear glue room temp (*humidity doesn't matter*)

Black glue room temp + 45% humidity or higher

And this is for pretty much any glue in order to dry in Advertised Time. For example, if your lash doesn't stick, slides right off the natural lash it's too cold in the room (*or too dry if using black glue*).

Side note on a side note:

If the lashes are popping off while you're brushing clients lashes during the procedure this is the first sign of not using enough glue or perhaps it doesn't stick due to residue on her lashes
(as make up/dirt etc.)

And no, you don't need to wait to wet the lashes *(with any glue)*.

The logo consists of a light blue double-lined hexagonal border. Inside the hexagon, the letters 'I', 'L', and 'M' are written in a light blue, serif font. The 'I' and 'M' are tall, while the 'L' is shorter and positioned between them.

ILM

Prep

You will need:

1. Water based facial wipes (oil free)
2. Air fan
3. Gel eye patches
4. Disposable mascara brush
5. Microfiber brush
6. Purified water
7. Tape (Blue tape recommended)
8. Medical mask (for personal use)

1. Clean eye area with Oil Free wipe (up to cheek bone) to remove any make up residue/oils/lotions/dirt, dry by blowing air after cleaning until the skin is no longer damp.
2. Place eye patches under your client's eyes covering the bottom lashes, allowing you to still see the rim of the eye (waterline). Ask your client to keep their eyes closed for the entire time of the procedure in order to keep the patches in place - patches tend to move when eyes are repeatedly opening and closing.
3. Clean lashes using microfiber brush dipped in purified water, making sure to clean the roots of the lashes, dry by blowing air, (as we never do anything on wet skin or lashes) brush again.
4. Tape up the upper eyelids if needed – place a small piece of tape close to the lash line on one end, lift the eyelid as much as needed to help you see the roots better and secure the other end by gently pressing on the tape right above the eyebrow.

You are ready to go, happy lashing!

Instant Bond by LashMakers

Not your momma's average lash glue. Impeccable, medical grade adhesive. Fast drying time of 1-2 seconds for smooth and quick lash application. Jet black in color, liquid consistency.

Lash Maker's personal all times favorite formula.

- Low fume adhesive
- Drying time (1-2 sec)
- Strong Bonding
- Latex/Formaldehyde Free
- Thin/low Viscosity
- Can be used for Classic and Volume Lash application

Quick facts about Instant Bond adhesive (based on most frequently asked question)

1. Latex/Formaldehyde Free
2. Humidity and temperature – ANY glue will dry faster when it's more humid rather than dry. Ideal humidity 40-60, if you notice that the glue doesn't dry fast enough use a humidifier, for best results turn on your humidifier on 2 hours prior lashing. Temperature 73-76. Keep in mind – lower the temp is, dryer the air is.
3. Drying time 1-2 seconds. Important tip – prior application, isolate BEFORE you collect the glue with the fan/lash. Even if you isolate in the speed of light it is still time that your adhesive already started crystallizing while you are holding your fan with adhesive on it, will it still stick? Yes. Will it last at its best? No.
4. Shake your bottle very well every time you are about to squeeze a new drop as ingredients tends to separate when the product is standing still for a while.

5. Shelf life after opening the bottle – 5 weeks. Date your bottle if you need to- ANY fast-drying adhesive will only stay fresh up to 5 weeks, all of them. So even if your bottle is half full and it has been 5 weeks- let it go. It's easier to keep your adhesive fresh than “re-lash” people that are calling you 3 days after you did their lashes, complaining they are falling off- not worth your time.

6. After opening the bottle leave it out, don't put it back in the fridge. Just keep away from direct light. DO NOT put it in a jar with rice- it only works for glues with regular drying time (3-6 sec), it will dry up your glue.

7. Retention- with proper application lashes will shed with natural cycle only.

8. Allergies- People may be allergic to any adhesive (majority to carbon), test patch is always advised.

**NOTE: Always have 2 bottles available. One for use and one for backup. There's nothing sillier than running out of adhesive when you are lashing for a living..*

Pure Bond by LashMakers

Revolutionary, clear, extremely fast drying adhesive. We just took the ink out of our classic Instant Bond which made this adhesive more concentrated meaning - faster drying Even in low humidity. It is also time to give a call back to all your clients with ink allergies, no ink - no problems.

Impeccable, medical grade adhesive. Fast drying time of 1-2 seconds for smooth and quick lash application. Clear, liquid consistency.
Lash Maker's personal all times favorite formula.

- Low fume adhesive
- Humidity 10% and up
- Drying time (1-2 sec)
- Strong Bonding
- Latex/Formaldehyde Free
- Thin/low Viscosity
- Can be used for Classic and Volume Lash application

Quick facts on Pure Bond adhesive (based on most frequently asked questions)

1. Latex/Formaldehyde Free
2. Humidity and temperature - this glue gets the job done even in low humidity, 10-15% and up, temp 73 is ideal.
3. Drying time 1-2 seconds. Important tip - prior application, isolate BEFORE you

collect the glue with the fan/lash. Even if you isolate in the speed of light it is still time that your adhesive already started crystallizing while you are holding your fan with adhesive on it, will it still stick? Yes. Will it last at its best? No.

4. Shake your bottle very well every time you are about to squeeze a new drop as ingredients tend to separate when the product is standing still for a while.
5. Shelf life after opening the bottle - 5 weeks. Date your bottle if you need to- ANY fast-drying adhesive will only stay fresh up to 5 weeks, all of them. So even if your bottle is half full and it has been 5 weeks- let it go. It's easier to keep your adhesive fresh than "re-lash" people that calling you 3 days after you did their lashes, complaining they are falling off- not worth your time.
6. Do not keep this adhesive in the fridge. Just keep away from direct light. DO NOT put it in jar with rice- it only works for glues with regular drying time (3-6 sec), it Will dry up your glue.
7. Retention- with proper application lashes will shed with natural cycle only.
8. Allergies- People may be allergic to any adhesive, majority to the carbon (ink). Pure Bond is suitable for people with carbon sensitivity, it's ink- free!

*NOTE: Always have 2 bottles available: One for use and one for backup.
There's nothing sillier than running out of adhesive when you are lashing for living..*

SOFT PRICING



**AVERAGE PRICE POINT FOR EYELASH
EXTENSIONS SERVICES**

	SOFT PRICE	AVERAGE/GOAL
VOLUME SET	\$200	\$300-\$350
VOLUME FILL	\$100	\$150-\$180
CLASSIC SET	\$100	\$180-\$200
CLASSIC FILL	\$75	\$100

When raising your prices from soft price to average/ goal price on lash fill services it is important to do so gradually, but consistently. Example \$15 every 4 to 5 months until the goal is reached.

Full sets price raises ultimately should be according to how much free time you have. And does not require graduate transition while raising prices as mainly serves first time clients.



LM

PRICING AND SCHEDULE BASED ON LASHMAKERS STUDIO POLICIES

As a single working lash artist your income should be about
120K/year, working Monday-Friday, 9-3 PM

HOW?...

Volume fill - \$150

DAYS/TIME	9:00 AM	11:00 AM	1:00 PM
Monday	\$150	\$150	\$150
Tuesday	\$150	\$150	\$150
Wednesday	\$150	\$150	\$150
Thursday	\$150	\$150	\$150
Friday	\$150	\$150	\$150

\$2250 / week
\$10 000 / month
\$120 000 / year

CREATING HIGH QUALITY PROFILE MARKETING/ INSTAGRAM IMAGES

1

CAMERA

Phone

2

LIGHT

Ring/Glamcor

3

MODELS

Clients

4

EDITING APP WHICH WON'T AFFECT
QUALITY OF ORIGINAL IMAGE
SIGNIFICANTLY

Lightroom

Facetune2



MODEL CONCENT FORM

NAME _____

DOB _____

AGE _____

CITY _____

ZIP CODE _____

PHONE NUMBER _____

E-MAIL _____

 initials I am over the age of 18, am not under the influence of drugs or alcohol and consent to be a model for the following procedure: _____

 initials I understand allergies and irritations due to nature of procedure/products used are possible (*unlikely to occur but possible*)

 initials I understand I'm getting service done by a student

I have read and initialed the above paragraphs and have had explained to my full understanding this consent and procedure permit and I will not hold LashMakers LLC or the student by whom I get procedure done responsible for any unforeseen condition arising out of the indicated procedure.

SIGNATURE _____ DATE _____

CLIENT CONSENT FORM

NAME

DOB

AGE

CITY

ZIP CODE

PHONE NUMBER

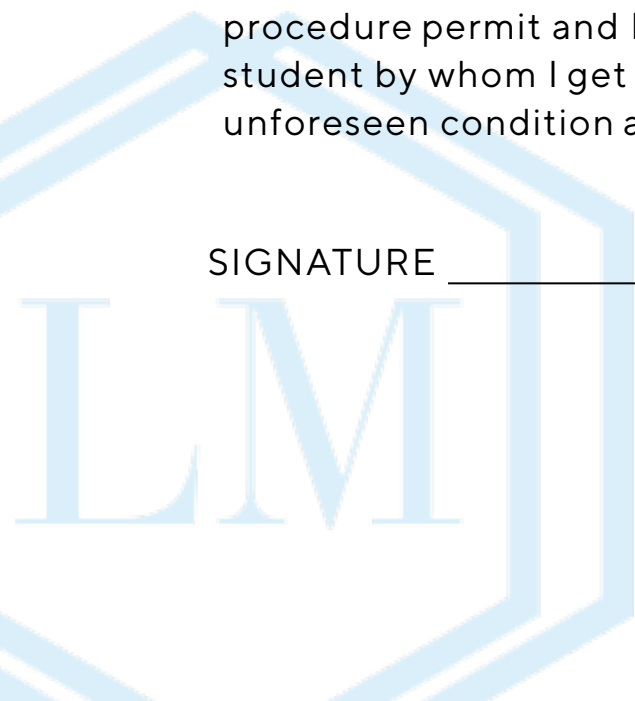
E-MAIL

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SIGNATURE _____ DATE _____





LashMakers

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