A FREE WORKBOOK

5 STEPS TO A PERFECT LASH LIFT

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beauty



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HELLO & WELCOME



I'm so excited that you're here! I wish I had this guide five years ago when I first started my lash business. I've been doing lash lifts for almost five years and teaching and coaching girls worldwide for almost two years. After spending a significant amount of time and money throughout my journey, I have FINALLY perfected my technique for consistent and long lasting results.

In this e-book, I will share with you five simple tips that will be a GAMECHANGER in your lash business.

Danielle xoxo

STEP 1: THE LASH BATH

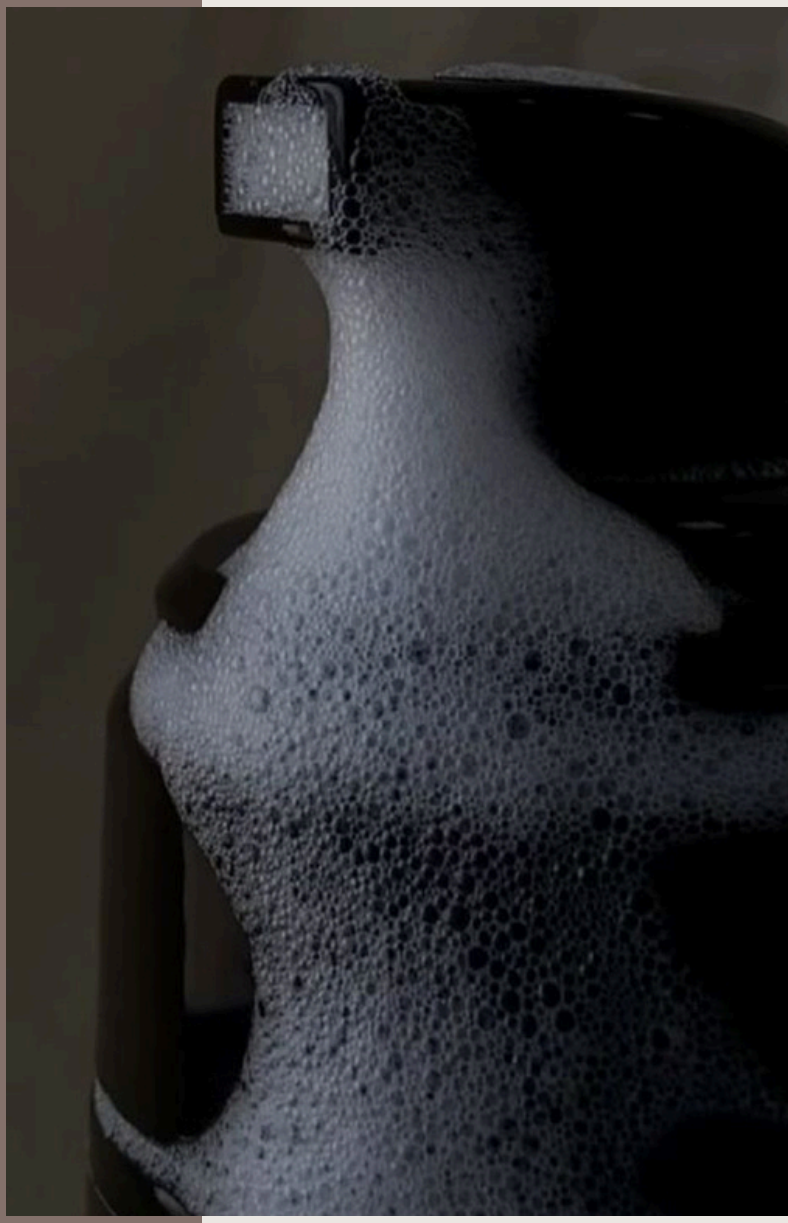
Every lash lift begins with a good lash bath.

This step might seem not so important to a lot of lash artists BUT cleansing the lashes is a crucial step for achieving optimal results and ensuring that the lashes are properly prepared for the treatment.

Protein Remover Foam gently removes any oils, makeup and impurities from the lashes, allowing the lifting solution to adhere more effectively and evenly.

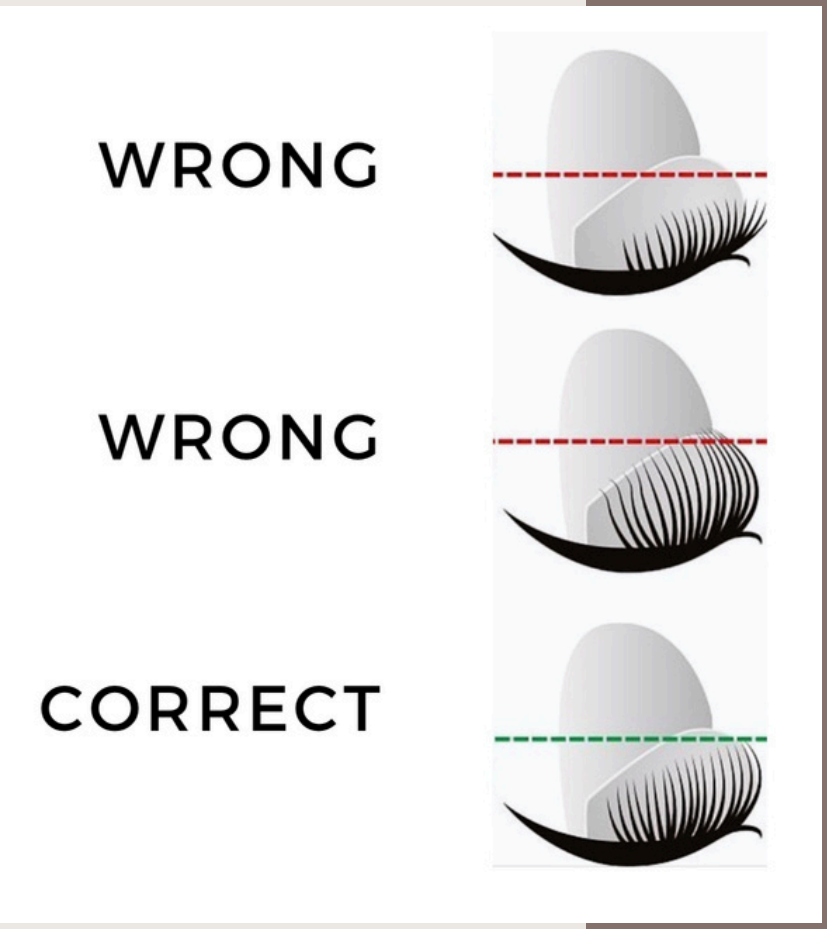
This will ultimately contribute to a longer-lasting lift and a more dramatic, natural-looking result.

Pair it with the Cleansing Brush and your clients will get a luxury spa-like feel, while the hairs of the brush help to get deep in between the layers of the lashes.



SHOP MY BRUSHES

STEP 2: THE SHIELD



Whether you are using a shield or a rod, make sure you choose the size correctly.

Conduct a test: Place the shield or the rod on the eyelid and lift up the lashes to see that it covers at least 50% without the glue (with the glue it will be 70% and that's perfect).

You don't want the shield to be too small or too large.

TIP: HAIR SHOULD COVER 70% OF THE SHIELD.

For proper shield placement, you don't want to place the shield too far from the lash line and not too close to the lash line where it sits on the hair. It needs to be just perfect. See picture above for reference.

TIP: PULL THE EYELID UPWARDS JUST ENOUGH TO PLACE THE SHIELD RIGHT ON THE HAIRLINE.

STEP 3: THE ISOLATION



I wish I had someone give me this information when I first started.

I know I said this already but that's how excited I am to share this with you!

Before starting the isolation, make sure all lashes are up on the shield and none of the bottom lashes are stuck to the top. Once this step is done, split the shield into three invisible sections.

The process:
Make sure lashes are lifted on the silicon.
Take your white Q tip, wet it, and dab on a dry cloth.
Wet the lashes to soften the glue, then brush the lashes with your Y comb.
Put a tiny bit of glue and press with your Black Q tip from the root up.

THE ISOLATION

3 tips to make it easy

TIP 1: BEFORE ISOLATION

Make sure all of the lashes straight, no overlapping or crooked lashes. Next, place lashes on the shield and make sure none of the bottom lashes are stuck to the top.

TIP 2: DURING ISOLATION

Once your lashes are up on the shield, begin isolation. I like to split the shield into three invisible sections. Use the steps on page 5.

TIP 3: TOOLS

For the perfect isolation, I ALWAYS have with me:

1. White Q Tip
2. Black Q Tip
3. Y Comb

SHOP WHITE Q-TIPS

SHOP Y COMB

THE ISOLATION

Good vs. Bad



Good

How do you know you've perfected your isolation?

1. You're using the perfect amount of glue.
2. You're correctly separating each lash (takes time but it's important).
3. You're using the right products.



Bad

Perfect isolation creates a clean canvas for the product to adhere to and fully penetrate and lift each lash.

Some of the most common reasons for a failed isolation are:

1. Improper shield size.
2. Too much glue.
3. Lashes were not properly separated.



STEP 4: THE PRODUCT

There are many lash lift products out there. I personally use YUMILASHES.

This is my go-to product for lashes and brows!

If you are a beginner, or have been in this industry for a while its never too late to transfer over to YUMI.

Whether you decide to transfer over to LUMI or not, there is one rule that I think goes for all products as one: you have to put the RIGHT amount of product on the lashes.

TIP: YOU SHOULD ALWAYS APPLY THE SOLUTION STARTING FROM THE OUTER CORNER, SINCE THE LASHES ARE THICKER THAN THE INNER CORNER LASHES.

MORE INFO ON YUMI

STEP 5: THE GAMECHANGER

This step has changed my results completely.

When I first started, I used to finish a lash lift, take the after pictures and let my client go.

Now, I have implemented drying the lashes as the last step. Your client shouldn't be going anywhere with wet lashes.

I'm in LOVE my mini fan.
It is important to thoroughly brush and dry out the lashes. This helps to ensure that the lashes are separated and evenly lifted, creating a more dramatic and lifted effect.

Brushing the lashes from root to tip while using a mini fan is a great way to achieve just the right amount of pressure.



SHOP MY FAN

READY TO GET STARTED?

I hope this ebook was a huge help for you. It is always important to continue learning so your business can and will thrive!



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