

## Are you getting lashed?

Our Los Angeles **Celebrity Hair Stylist Billy Lowe** wants to know: Are you getting lashed?



### We love Eyelash extensions!!

Eyelash extensions have taken Hollywood and the beauty industry by storm. From print to music videos, even on the big screen, there's nothing like waking up to a set of long, luscious lashes. Today, women everywhere are saying good-bye to the time and hassles of mascara, and they are enjoying the look of thicker, fuller lashes.

Many years ago before the development of individual eyelash extension procedures, women spent hours perfecting mascara and eye-liners, and the hassles of strip lashes to create a more glamorous look. Unfortunately, strip lashes can cause permanent damage to the lash bed because of the constant application and removal processes involved. But just what are eyelash extensions, and who should (or shouldn't) have them applied?

To begin with, the eyelash extension process consists of applying single strands of lash fibers (one at a time) to your own natural lash. Adhesive is applied to the synthetic lash and the synthetic lash is applied to one single human lash. Great care is taken to keep the natural lashes separated so they don't become glued or stuck together. If this were to happen, it would create great discomfort for the client, and can

interfere with the growth stages of the natural human lash. Many different lengths and thicknesses are used when applying eyelash extensions to create custom looks including natural sets, mascara looks, and even high-glam looks that might consist of 100 or more lashes on each eye. Colored lashes can also be used to give color dimension and texture to the lash application. The procedures normally take an hour and a half or longer, and the client enjoys a relaxing treatment as the lashes are applied one-by-one.

Many people, however, are not candidates for eyelash extensions. Clients who have allergy issues, a fast blink-rate, or even sensitive eyes (including dry or overly teared eyes) are probably not good candidates for eyelash extensions. Sticking with normal make-up applications such as mascara, eye-liners or shadows are probably the safest bet for the clients who do have sensitive eyes.

Clients should also be careful of where they have lash extensions applied and make sure the technician is a licensed and certified professional, and didn't just learn to apply the lashes from a DVD or simple text book. Many hours are spent developing lash education courses and the truly skilled and trained lash artist is an expert in his or her craft – and takes utmost care in offering this very delicate procedure. I have been applying eyelash extensions for nearly 4 years now and have seen countless clients come in who had their lashes applied in a tanning salon, or a nail boutique with extreme irritation and burning of the eye area. Obviously the technicians were poorly skilled and not qualified to apply lash extensions and it showed in the results.

The lash application process is one instance where you truly get what you pay for. Always look for recognized names in eyelash application procedures such as Xtreme Lashes. The education and training from such noted brands are both taken very seriously and lash students receive one-on-one training and practice from qualified and seasoned industry professionals.

The possibilities are endless, the looks are amazing, and and results are truly red-carpet results. Now you can enjoy the time saving beauty of eyelash extensions. Do your homework, ask for referrals,

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