

ACADEMY OF LASH ARTISTRY™ TRAINING OBJECTIVES

Natural Eyelash and Eye Area Health

- Eye and eyelash anatomy and physiology
- Common eye conditions relative to eyelash extensions application
- **Proper assessment of a client's eye health prior to eyelash extensions application**

Disinfection of Supplies and Cross-Contamination Prevention

- Proper hand washing
- Disinfection of tools
- Cross-contamination prevention
- Maintaining a sanitary work environment

Irritants, Allergens, and Eye Conditions

- Minimizing irritants and allergens by using the Xtreme Lashes Application Environment System
- Environmental factors and ideal settings for eyelash extensions application
- Overview of infectious diseases and disorders of the eyes that may impact eyelash extensions application

Client Consultation

- Pre-application qualifications alongside a thorough assessment of the **client's natural eyelashes, eye area, and general health**
- A holistic approach to selecting and designing customized looks based **on a client's physical** attributes and lifestyle
- Proper documentation and client record keeping utilizing the *Xtreme Lashes Client Profile System*
- Managing client expectations

Basic Design Competency

- Steps for creating an oval eye frame and design using X35®, X40® & X50® curvature eyelash extensions

- Overview of Xtreme Lashes® eyelash extensions variations: Lengths, diameters, and curvatures

Eyelash Extensions Application and Removal

- Initial practicing on mannequins, followed by student applications on one another
 - o Experience various eye shapes and natural eyelash types
 - o Utilize various eyelash extensions curvatures and diameters in our specially designed Student Lash Tray
- Each application involves the following:
 - o Client selection & preparation for eyelash extensions application
 - o Completing a thorough client consultation utilizing the *Xtreme Lashes Client Profile System*
 - o Maintaining a sanitary work environment and an organized station
 - o Minimizing irritation by using the *Xtreme Lashes Application Environment System*
 - o Proper client and Lash Stylist positioning and posture
 - o Executing the complete Xtreme Lashes Cleansing and Priming process to prepare eyelashes for application
 - o Proper selection and placement of the under eye patches to cover lower eyelashes
 - o **Measurement of the client's natural eyelashes** for the correct selection of lengths, diameters, and curvatures of eyelash extensions
 - o Proper application techniques, including:
 - Frame and Design
 - Isolation
 - Pickup
 - Adhesive Coating
 - Attachment
 - o Eyelash Extensions Removal
 - o Documentation and systematic record keeping utilizing the *Xtreme Lashes Client Profile System*
 - o Troubleshooting common client concerns
 - o Troubleshooting common application errors
 - o Trainer and self-evaluation after each eyelash extensions application

Concepts of Design Theory

- Utilizing a holistic approach to lash design that complements the **client's facial features**
- Holistically customizing lash designs based on natural eyelash criteria, eye shape, eyelid platform, eye color, brow shape, and skin tone
- Utilizing different lengths, diameters, curvatures, and colors to enhance design
- **Adjusting the Area of Emphasis™ and frame for different eye shapes**
- Attachment techniques for different natural eyelash types
- Becoming proficient in design customization

Complete up to 6 full lash applications under the supervision and guidance of your Certified Xtreme Lashes Trainer

Hands-On Eyelash Extensions Applications

- Up to 6 full lash applications under the supervision and guidance of your Certified Xtreme Lashes Trainer

Methods of Enhancing Eye Shape

- Customizing lash designs based on each client's eye shape and design preference
- Strategies for enhancing eye shapes
- Creating the illusion of different eye shapes
- Effectively **managing clients' design expectations while following safe application guidelines**

In-Depth Overview of Natural Eyelash Types

- Designing for various natural eyelash types, including downward-pointing, straight, curly, coarse, fine, and light-colored natural eyelashes
- Application strategies to maximize design opportunities for each natural eyelash type
- Success strategies for applying to difficult natural eyelashes

Introducing Color into Lash Design

- Enhancing facial features by incorporating color eyelash extensions
- Effective color transition techniques

Evaluating Eyelash Extensions Longevity

- Overview of eyelash extensions longevity and determining appropriate lash retention
- Strategies to monitor and assess natural eyelash shedding
- Identifying signs of poor aftercare and poor application techniques

Conducting a Relash™ Application

- Overview of Relash applications and their importance
- How to complete a Relash application
- Strategies to monitor and protect the **long-term health of the client's** natural eyelashes

Additional Application Techniques

- Utilizing Taping for Separation techniques to make hard-to-reach natural eyelashes more accessible
- Identifying application speed to establish appropriate application times for each appointment
- Establishing pricing for eyelash extensions services

Troubleshooting

- Effectively determining the cause of and resolving:
 - Common client concerns
 - Common application errors

Application and Retail Product Knowledge

- Learn about the ingredients, features, and benefits to our products that can be used to enhance your applications and protect you and your **clients' investment into eyelash extensions**
 - *The Xtreme Lashes Aftercare Guide*

Retailing Eyelash Extensions Compatible Cosmetics

- Retail strategies on how to educate consumers on extending eyelash extensions longevity and maintaining proper eye hygiene by learning:
 - *The Xtreme Lashes Retail Guide*
 - *The Xtreme Lashes Aftercare Guide*
 - *Ingredient Dictionary*
 - Product knowledge and application instructions
 - Potential revenue

Professional Image and Salon Management

- Strategies for managing a salon and creating a professional image, focusing on establishing the following areas:
 - o Retail guidelines
 - o Marketing and promoting

Evaluation, Support and Feedback

- Individualized assistance throughout the training program
- Continuous trainer evaluation and feedback to build confidence and increase skill level

Certification Requirements

Demonstrate your skills in creating a proper frame and safely and seamlessly apply 50+ eyelash extensions per eye in a 2.5 hour period. Evaluations begin with your station setup and end with your delivery of aftercare instructions to your model.

- Xtreme Lashes Certified Trainers assess the following to determine if each eyelash extension is seamlessly applied:
 - No eyelashes sticking together
 - No broken, loose, or hanging eyelash extension bases
 - No gaps in between the natural eyelash and eyelash extension attachment area
 - Eyelash extensions attached with the eyelash extension tip pointing upwards, not leaning outside the frame
 - Eyelash extension attached 1mm from the eyelid
 - Eyelash extension attached using the proper attachment technique based on the chosen adhesive
 - Eyelash extension attached using the Side or Wrapping Attachment technique
 - Correct eyelash extension applied based off the natural eyelash criteria
 - Correct amount of adhesive used
 - Common signs of overusing adhesive are: excessive sticking, roughness to the area, and caps of adhesive at lash line.
 - o When overusing FlexFusion with Rapid Cure Technology Purple or FlexFusion Original

adhesive, the adhesive will dry purple rather than clear.

- Properly execute the entire Xtreme Lashes application process including, but not limited to the following:
 - Maintaining a sanitary work environment and an organized station
 - Client selection & preparation for eyelash extensions application
 - Completing a thorough client consultation utilizing the *Xtreme Lashes Client Profile System*
 - Minimizing irritation by using the *Xtreme Lashes Application Environment System*
 - Proper client and Lash Stylist positioning and posture
 - Executing the complete Xtreme Lashes Cleansing and Priming process to prepare eyelashes for application
 - Proper selection and placement of the under eye patches to cover lower eyelashes
 - **Measurement of the client's natural eyelashes** for the correct selection of lengths, diameters, and curvatures of eyelash extensions
 - Proper application techniques, including:
 - Frame and Design
 - Isolation
 - Pickup
 - Adhesive Coating
 - Attachment
 - Eyelash Extensions Removal
 - Complete a thorough aftercare demonstration
 - Documentation and systematic record keeping utilizing the *Xtreme Lashes Client Profile System*
- Verbally demonstrate understanding in the following:
 - Xtreme Lashes application process and techniques
 - Safe application practices
 - Retail knowledge
 - Common troubleshooting questions