

CERTIFICATION IN EYELASH EXTENSION APPLICATION

COURSE OBJECTIVES

A brief review of the following:

- Client Consultation
- Basic Design Competency
- Eyelash Extensions Application and Removal

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 4 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
 - o *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:
 - o *The Xtreme Lashes Retail Guide*
 - o *The Xtreme Lashes Aftercare Guide*
 - o *Ingredient Dictionary*
 - o Product knowledge and application instructions
 - o 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
- Lash Stylist etiquette

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 20+ lashes per eye in 2.5 hours - beginning with pre-application consultation and ending with thorough aftercare instructions. Students must score a 90 or above on their evaluation to qualify for Certification and Directory placement. At this training, you'll know right away if you have successfully met the objectives for Certification.

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.
 - 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