
PREPARATION

CONTRAINDICATIONS

Permanent - contraindications, in which case the treatment is not possible

- Epilepsy
- Previous allergic reaction
- Hypertension - high blood pressure (2nd or 3rd phase) - in this case, your client might lose consciousness while being on the lash bed
- Asthma
- Alopecia or partial alopecia
- Blepharospasms

Temporary - contraindications, in which case your client's symptoms must pass before proceeding with the treatment






- Blepharitis
- Conjunctivitis
- Chalazion and sty
- Lice
- Dry or damaged skin around the eye area
- Keratitis
- Less than six months after eye surgery
- PMU - unhealed permanent makeup
- Chemotherapy
- Unhealed beauty injections
- Intoxication

NB! - not a contraindication; however, Lash Tech must keep these symptoms in mind during the treatment and adjust the lotion processing timings correctly

- Lactation and breastfeeding (can be done, but processing times might have to be decreased or increased)
- Pregnancy (treatment can be done if done previously, in case of allergic reaction, can't take antihistamines)
- Chronic stress (lashes will be more brittle and dry)
- Antibiotics (antibiotics dry out the lashes, and processing times might have to be decreased)
- Prescription drugs (depending on the medication, processing times might have to be increased or decreased)

SEPARATION OF FALSE LASHES

LASH LIFT GLUES

| | traditional glue | glue balm |
|-------------------------------|---|--|
| texture | gooey liquid | oily/waxy/sticky balm |
| dries faster |  | doesn't dry completely |
| easier to work with | |  |
| nourishing | |  |
| excess needs to be removed |  | |
| bottle stays fresh for longer | |  |

There are two types of glues in the Lash Lifting world: traditional and glue balm type.

Traditional glue, usually a clear liquid in a bottle with a brush applicator, was the first to appear for Lash Lifting treatment. It dries fast and, for that reason, requires working in sections of the lashes. When it dries, there are only two options to fix it: apply more glue, which can result in a very thick layer, or remove the glue and start again. Both of these options could be better, but they can be tedious. It can be used to secure shields/rods to the skin. It can also be used with Lash Lifting systems requiring a heat mask or sauna effect. It would be best never to use too much of it, as it will extend the lotion processing time.

Balm glue or glue balm (also called "glue without glue") is the next-generation alternative to traditional lash lift glue.

The multiple benefits of balm glues over traditional lash lift adhesives have recently caused a sensation in the lash lift world. The biggest game changer for my team has been that switching over to glue balm has sped up the time it takes to adhere lashes to the shield and separate **4 times**. We went from taking around 20 minutes (we are perfectionists at Ruthie Belle, so each lash is positioned perfectly on the pad) to **under 5 minutes!**

I've seen feedback from some lash lift artists who have tried balm glue and gone back to traditional glue for the following reasons:

- Glue balm doesn't hold coarser lashes
- Lashes pop off after applying lotions

The reason for these problems is that, unfortunately, most people don't like to take the time to learn how to use new products. They try to wing it and then get frustrated when they don't get the desired results and just give up.

But don't fret. This is what we are here for :)

HOW TO USE LASH LIFT BALM GLUE?

Firstly, not all glue balms are the same! They have huge **differences in terms of stickiness, dry time, holding power** and **effect on lotion processing times**.

Here are our three tips on how to test lash lift glue balms:

- Test with different amounts of glue. Some require a lot more, and others less. If lashes pop off the shield, add more glue.
- Test them with coarse lashes. Most balm glues work only with thin and medium lashes, but you want something that will work with all lash types.
- Most balms add around 20% time to lotion processing times, so make sure to **always** check lashes for readiness before removing lifting lotion.

RUTHIE BELLE'S FLASH BALM

Since 2022, I have tested endless formulas of lash lift balm glues because we wanted to come out with a product that has the following qualities:

- It works with all lash types, including coarse lashes & prevents even the thickest lashes from popping off the silicone shield.
- It does not add extra time to lotion processing times and makes working with natural lashes extremely fast and easy.
- Due to its balm consistency, the lashes can be adjusted at any point during the treatment. You simply need to top it off with fresh glue.
- It is Vegan.
- It is formulated with coconut oil, olive oil, jojoba oil, hamamelis virginiana extract, and aloe vera to protect and nourish lashes during lash lift treatment.
- It can be used to protect sensitive skin during brow lamination instead of a barrier cream.
- It melts slowly, so it can be used to isolate the false lash layer.
- Use the Flash Balm with the Wide Lami Lash Brush for maximum efficiency. It allows lashes to be brushed onto the shield and separated simultaneously.

It's normal for some of the balm glue to dissolve due to the water in the lifting lotions. Make sure that you have lash lift compensators available to use in that case.

CHEMISTRY OF LASH PRIMERS

Lash primers are not meant for all clients. We recommend using them on clients with strong and non-porous lashes, as they will increase their porosity by opening up the cuticles. This allows the lifting lotions to work faster, thus reducing the treatment time by approximately 10%. Lash primers should only be used with gentle lotions to avoid over-processing.

Primers have a dual purpose – to remove natural oils and to open lash cuticles. They are very effective in achieving these goals, but the problem is that alcohol (the main active ingredient in primers) is very aggressive. Just think about how your skin feels when you pour alcohol on it. If you haven't experienced this, I highly recommend giving it a try as it teaches a lot about alcohol's effect on the skin and, therefore, on lashes/brows – notice how quickly it evaporates and how dry your skin feels afterward.

Primers fulfil their purpose in just 1-2 seconds, and while they achieve their goals fast, they hurt lashes because they are so aggressive that they burn off some of the cuticles, which will never grow back. In addition, the burnt cuticles mean lashes will be left dehydrated after primers are used.

Also, because alcohol evaporates so quickly, primers only have the time to cover some cuticles evenly. So what happens is that when you apply primer on lashes, the parts of the lashes that you touch first will get a strong hit of alcohol, open to 100% in a second or two. Then, some cuticles that are further away (for example, lower level cuticles, bottom layer lashes if you start applying from the top, and top layer lashes if you start applying from the bottom row) don't get primed. So some cuticles will open 100%, but some only like 75%, some halfway, etc., and some don't open. That is if you apply a regular amount of primer. If you add a lot more, then all cuticles will be soaked and open 100%, but also, a lot more cuticles will be burnt off, never to grow back, and lashes will be super dehydrated afterward.

EASY LIFT PRIMER



Easy Lift is the safest science-based primer for lash and brow lifts. Unlike traditional primers, which open the lash cuticle as quickly and destructively as a bolt of lightning, Easy Lift Primer has been specially formulated to open the cuticle slowly and gently—like a flower bud slowly unfurling its petals.

This ultra-gentle formulation leaves lashes and brows soft, supple, and ultra-pliable while allowing the cuticle to open fully. The result is evenly primed, perfectly prepped lashes or brows every time!

Easy Lift also removes sebum and natural oils without dehydrating or damaging lashes.

It is a fantastic helper for clients with coarse, stubborn lashes, mainly for two reasons. First, Easy Lift makes even coarse lashes so soft that it's easy to adhere them to the silicone and prevent them from popping off. Second, Easy Lift speeds up lotion processing times by 10-20%. Coarse lashes often require long processing times that can extend treatment, so use Easy Lift to reduce that time.

NB! We highly recommend using Easy Lift with pump bottles that have been open for over a month. After about a month, enough oxygen gets into the bottle (although it's airless!) and reacts to the lotion so that it starts to lose its power. The lotion still works, but it works slower than when you first open the bottle, so it's good to have a liquid to speed up the processing time.

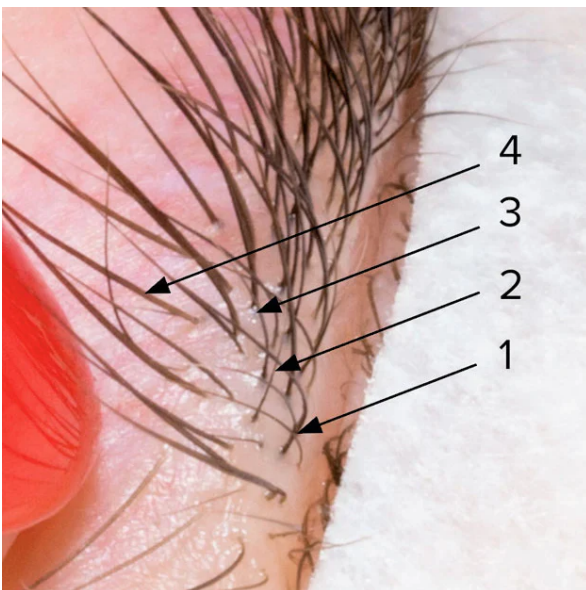
GLUING LASHES ONTO THE SILICONE

LASH ANATOMY

Eyelashes grow along the edge of the eyelid and protect the eyes against dust and other environmental effects. A gentle touch makes the eye blink and close to protect the eye.

Number of eyelashes

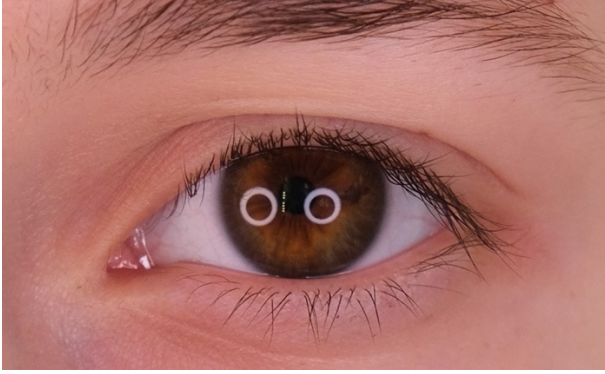
The upper lashes are stronger, thicker, and more numerous than the lower lashes. The upper eyelid has 100-160 lashes on average, while the average number of lashes on the lower eyelid is 70-80. The number of lashes is very individual, but there are specific racial differences (e.g., people with Middle Eastern backgrounds usually have very dark, dense, thick, and long lashes, while people of Asian descent tend to have dark but sparse lashes growing straight or downwards instead of curving upwards). Like hair, eyelashes become weaker, more porous, and thinner with age.



Lash layers

Lashes grow on average in 3-4 layers, and when working professionally, the layers are counted from the lowest to the highest. This means that the first layer is closest to the customer's cheeks, and the highest is closest to the lash artist.

Lash layers can also be thin or wide. Thin lash layers are packed tightly together, creating almost a solid line. On the other hand, wide lash layers look like there are gaps between them, but there are none. It would be best always to analyze the client's lash layer width to choose the right silicone type.



Lash length and strength

The average length of upper eyelashes is 7-10 mm. Still, you are likely to encounter customers with tiny natural lashes (below 5 mm) and customers who, naturally or more often with the help of a lash serum, have 13 mm or even longer natural lashes.

Lashes are also very different in diameter and strength. Most commonly, the thicker the lashes (the wider their diameter), the stronger they are. This plays the most significant role in deciding how long lifting lotion should be processed during lash lamination.

Usually, the thinner the lashes, the weaker they are. However, sometimes, looks can be deceiving, and lashes that are not wide in diameter can be pretty strong. It's not very common, but it does happen. It's important to bear that in mind, for example, when doing lash lifting—some people's lashes require extra processing times, although they might not seem strong initially.

The lashes in the eye's inner corner are usually thinner and shorter than in the Middle, where they are denser and longer. The lashes in the eye's outer corner are generally thinner and shorter again but still longer and denser than in the inner corner. The strongest lashes are located from the Middle of the eye to the outer third.

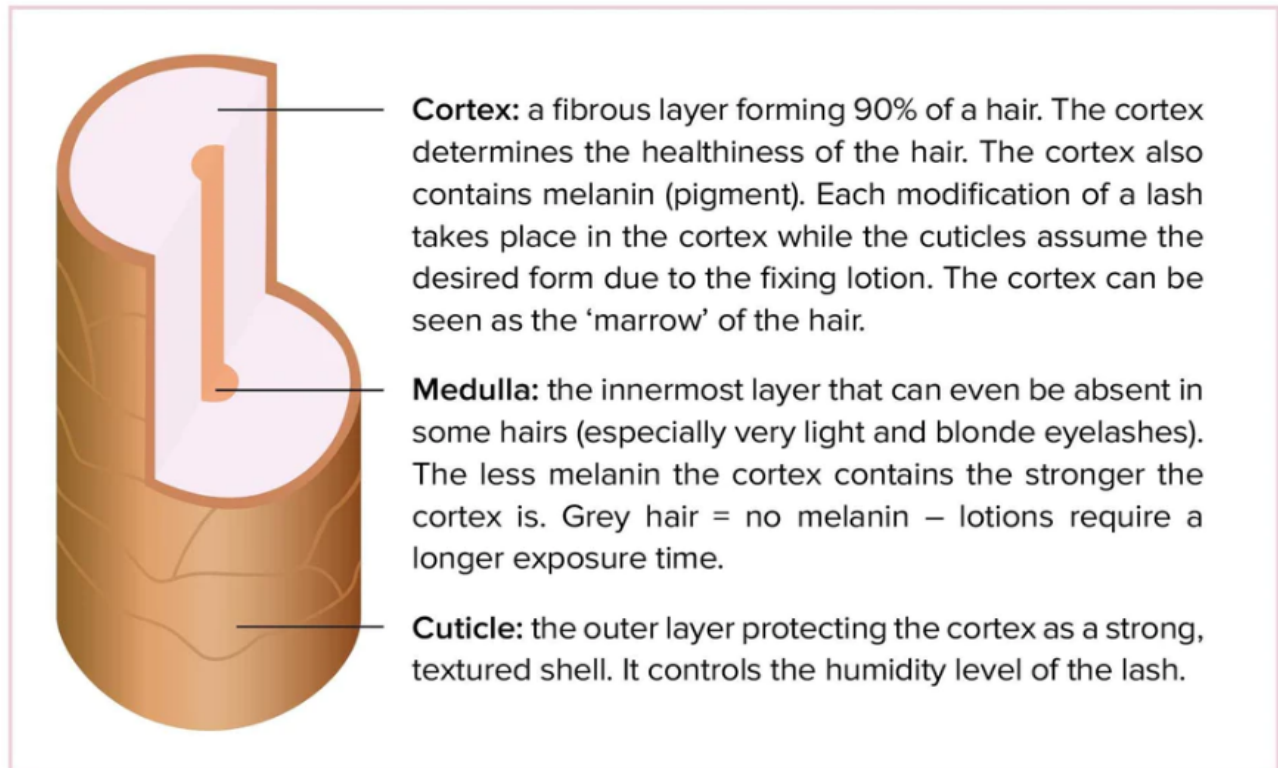
The composition of an eyelash

Eyelashes consist of proteins that are produced in cells inside the follicle. The lash shaft also begins there. This cell maturing process is called keratinization. When the shaft protrudes from the skin, the cells are completely keratinized. Now, the lash only consists of keratinized protein cells, which are not living cells. Lashes contain approximately 90% keratin and 10% pigment, water, and lipids.

The structure of an eyelash

Each eyelash consists of the following:

- Cortex
- The Medulla (the innermost part)
- Cuticles (scale-like cells forming the outer layer)



The coarser-textured cortex encases the medulla to ensure its strength and stability. The cortex is the most voluminous part of the lash. Pigmentation of lashes or hair results from melanin deposits in the cortex – the more deposits, the darker the hair. Blonde eyelashes are lashes without pigment deposits.

Cuticle

The cuticle is made of multiple dead cell layers, and it forms the outer part of the hair and protects its inner structures due to its high penetration resistance, maintaining the hair's hydration. They overlap, forming scales like fish scales or roof tiles. These scales are affected by the different products we use in professional treatments:

- Alkaline lash shampoos and saline water gently open cuticles
- Easy Lift, regular primers, and perming lotion fully open cuticles
- Fixing lotion gently closes cuticles (approx. 70%)
- Shine Repair fully closes cuticles (99-99.9%)

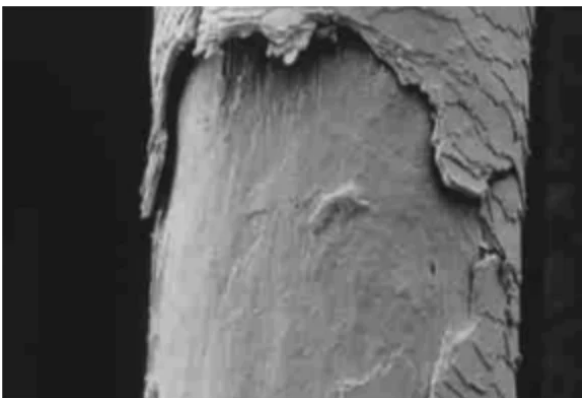
There is a difference between Caucasian and Asian lash cuticular layers—on average, Asian women have 8.0 +/-1.2 layers of lash cuticles, and Caucasian females have 6.5 +/-1.1 layers.

Lashes and eyebrows are like hair because the more cuticles are closed, the healthier they look. This is because cuticles themselves are see-through – the color you see comes from the cortex's melanin deposits. Think of cuticles as a row of glass panels behind one another. If there is a distance between the glass panels, you will not see through them well, but the view becomes very clear when you push them tightly together. It's the same with cuticles – the tighter the cuticles are closed, the better you can see the melanin inside = lashes and brows look darker and shinier.

This is one of the working mechanisms of Shine Repair – because it fully closes cuticles and makes lashes and brows look darker even without tinting:



This Brow Lift was done without tinting and finished with Shine Repair. Harsh products like old-school alcohol-based primers and strong lash-lifting products harm cuticles, burning some of them off.

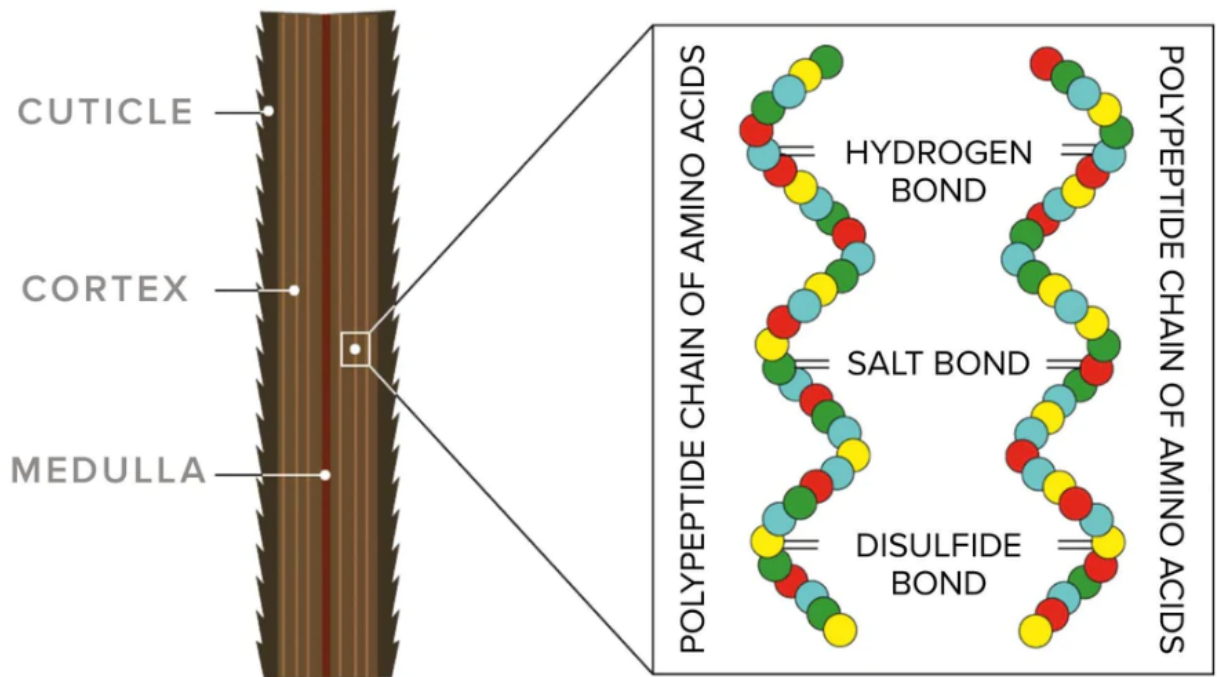


Burnt cuticles cannot keep moisture inside the lashes, so lashes will dry out and become brittle.

That's why I recommend not using harsh lash lift products!

Bonds that give lashes their strength and elasticity

Three types of bonds in the hair cortex keep the lash together and determine its form. The bonds prevent the lash from falling apart. The bonds in a lash are like ladders consisting of two vertical rails and several horizontal rungs. The rails are polypeptide chains linked by hydrogen, disulfide, and salt bonds. These chemical 'ladders' are, in turn, twisted into a spiral. The figure shows spiral polypeptide chains and the joints of hydrogen, disulfide, and salt bonds.

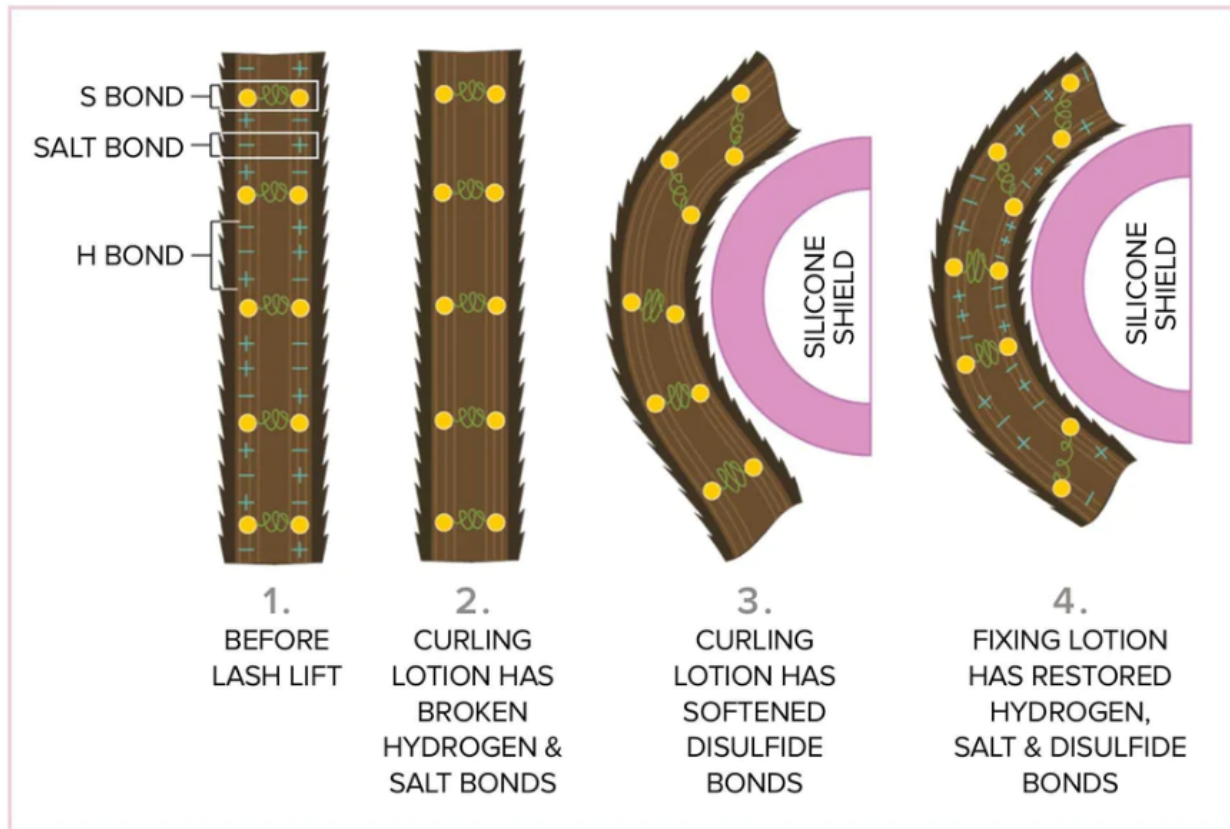


Hydrogen, disulfide, and salt bonds are important in hair or lashes' wet, thermal, and chemical treatment.

Hydrogen (H) bonds are the most flexible of the three bond types and are easily broken by water and heat. Hydrogen bonds are broken during a hair wash, for instance. However, when the hair dries, the bonds are restored. Here is an example of hydrogen bond manipulation resulting in an altered appearance of the hair: setting your hair in rollers. Hair is usually set in rollers while wet. The hair is then held in position until it dries. As the hair dries, hydrogen re-bonding occurs, but in a new "shape."

Hydrogen (H) bonds are responsible for up to 30% of the strength and up to 50% of its elasticity. Salt bonds are physical bonds that provide up to 35 % of the strength of a lash and up to 50% of its elasticity. They are easily broken by pH changes in the hair in both acid and alkaline directions. Readjusting the hair's pH will reform and stabilize these bonds. Salt bonds are formed when the positive end of the amino chain links to another amino acid's negative end.

Disulfide = sulfur = S bonds bind sulfur atoms to two neighboring amino acid (cysteine) atoms. Compared to hydrogen and salt bonds, they occur almost two times less in hair. The more disulfide that occurs in the fiber, the curlier the hair. Disulfide bonds cannot be modified only by water or heat but by chemicals. This is why, during a lash lift, we focus on changing these bonds – they are the strongest and will not lose their new shape in the presence of heat and water. Disulfide bonds are softened with curling lotion to give eyelashes a new form. Fixing lotion restores hydrogen and salt bonds and fixes the lashes' new shape by fixing the disulfide bonds' new arrangement.



LASH GROWTH

Eyelash cells develop in the lash follicles in the dermis of the skin. The cells split (lash growth phase) and then die, piling on each other, thus "growing out" of the skin. As a result, the visible eyelash is already dead and keratinized. That is why eyelash serums must be applied close to the eyelid since feeding the dead (protruding) part is futile.

Lash growth is affected by many factors, such as:

- hormone levels (for example, pregnancy, stress, and thyroid)
- medication (thyroid abnormalities have been found to be associated with hair growth strongly, antibiotics)
- diet and vitamins
- amount of sunlight (vit D)
- lash serums

Hair growth during pregnancy

If you have had children or pregnant customers, you have probably noticed a change in their lash growth and health. These are both affected by the changing hormones in women's bodies during pregnancy and breastfeeding and the extra folates they take.

Folates stimulate the rebuilding of hair follicle cells, prevent hair loss, and regulate the functioning of sebum glands. Here are some great folate sources: kale, asparagus, white beans, Brussels sprouts, green peas, beets, cod, halibut, and eggs.

Thyroid abnormalities

The thyroid hormone influences the activity of all cells in humans. It is, therefore, not unexpected that hair follicle activity is affected by hypothyroidism or hyperthyroidism. Hypothyroidism causes hair to become dull, brittle, and coarse with a reduced diameter and areas with hair loss. Hyperthyroidism can cause hair to break off and become shorter and cause Alopecia.

It has also been found that skin thickness contributes positively to vitamin D status, so using medication that causes skin thinning will also decrease vitamin D status. Also, age plays a part because aging reduces the skin's efficiency in vitamin D synthesis.

Growth cycles

Eyelashes have a lifetime of about three months – an active growth phase that is followed by a rest period, and then the lash falls out and is replaced by a new eyelash. Unfortunately, eyelashes do not grow in sync, so we lose lashes daily (about 2-5 per day from both eyes). Usually, people do not notice this because the eyelashes are fine and small. Still, the life cycle of the eyelashes should be mentioned to new customers because eyelashes with a Lash Lift are more noticeable. Thus, when the client loses their lashes, it may seem that the curl is suddenly lost.

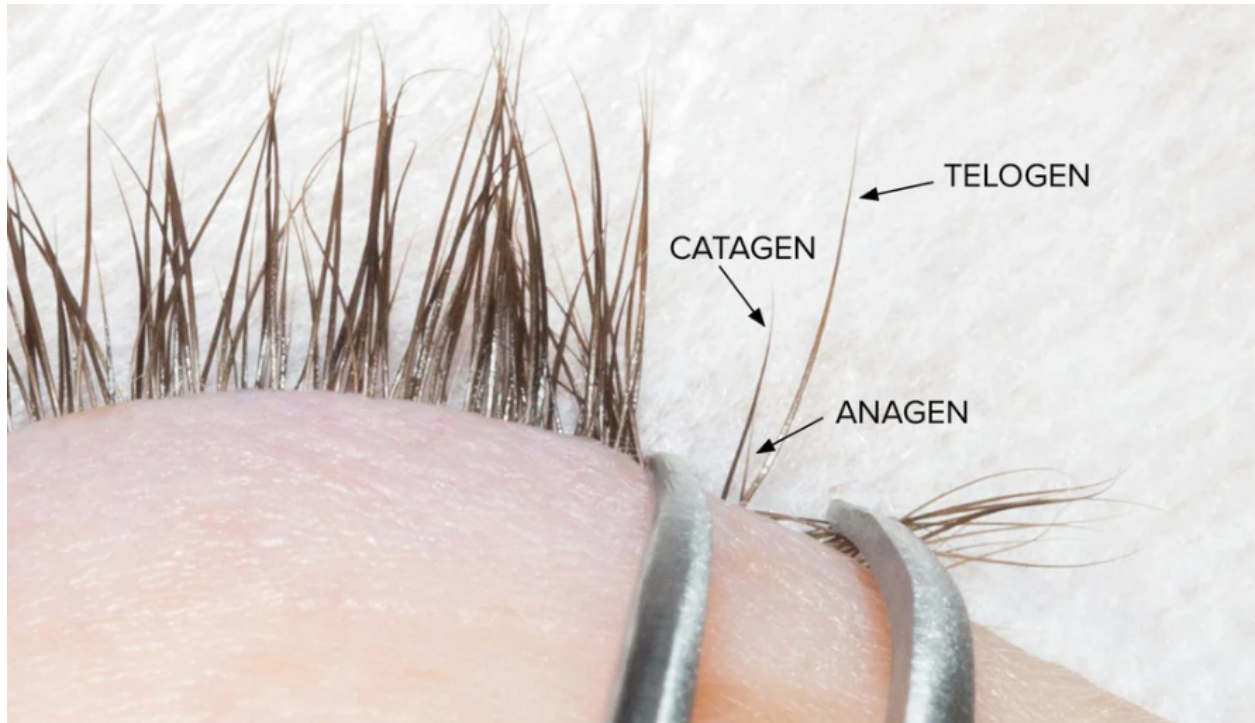
Suppose most lashes were in the final phase of telogen during lifting (i.e., immediately before falling out). In that case, the result looks excellent but deteriorates quickly as the lashes in telogen start to fall out. The lashes have fallen out sooner than usual or even en masse for the customer. In this case, the technician should always explain to the customer why that has happened and that the lashes have NOT fallen out sooner than expected. It looks like they have, as the shedding of straight (i.e., not lifted) lashes is less noticeable than that of curled lashes.

Lash cycles are complicated (if not impossible) to notice with new customers as you do not know what her "normal" lashes look like. When you have a repeat customer, compare pictures of her natural lashes to understand her cycle and time lifts for a longer-lasting result.

Lashes have a life cycle consisting of three phases: the active growth phase (anagen), the transition phase (catagen), and the resting phase (telogen). After telogen, the lash falls out, and the life cycle resumes with a new lash in the anagen phase. The daily growth rate of a lash is 0.12-0.15 mm. The length of a lash is less than 13 mm, as the growth rate is slower and the anagen phase is much shorter than in hair.

- **The Anagen phase** is also called the growth phase. It is the phase when lashes are actively growing and lasts between 30 and 60 days. Only about 40 percent of the upper lashes and 15 percent of the lower lashes are in the anagen phase at any given time. Each lash grows to a specific length and then stops.
- In professional slang, anagen lashes are called "baby" lashes. During Lash Lifting treatment, it is not recommended to use "baby" lashes that do not reach the shield to avoid kinks when they grow out.
- **The Catagen phase** is also known as the transitioning phase. During this phase, the lash stops growing, and the hair follicle shrinks. If an eyelash falls out or is plucked out during this phase, it won't grow back immediately because the follicle needs to complete the catagen phase before moving on to the next one. The Catagen phase lasts between two and three weeks.

- **The Telogen phase** is also called the resting phase. The hair is keratinized, and the growth stalls until it stops. This phase can last more than 100 days before the eyelash falls out and a new one begins to grow. Because each lash is in its phase of the growing cycle, it's normal for a few lashes to fall out most days. It typically takes between four and eight weeks to replace an eyelash fully. Usually, about 50% of upper lashes are in the telogen phase at any given moment.



SEPARATING TOOLS

WIDE LAMI LASH BRUSH



Wide Lami Lash Brush is specifically designed to apply balm glue. It has all the benefits of the regular lami brush but double the width to help you work faster. In addition, the short, tight bristles are perfect for pulling lashes onto the shield and separating them simultaneously while removing excess glue.

LASH LIFT TOOL



Lash Lift tool for lifting and separating lashes. Its sharp tip and millimeter markings on the tool's handle make measuring customers' lash lengths very convenient.

Although it can be used with classical and balm types of glue, it's mostly recommended for use with classical glue since you can work much faster with lami brushes while using balm glues. For working with balm glue types, we recommend using the Lash Lift tool primarily for precision isolation of the lashes. For example, when two lashes crisscross at the roots, separating them with the Lash Lift tool is much easier than other wider tools.

Y-TOOL



The Y-tool, with sharp plastic bristles, is used for lifting and separating lashes. It inspired the creation of the lami brushes. They serve the same purpose, but the Lami brushes are softer than the plastic bristles, so they prevent lashes from overstretching and possibly breaking. In addition, you can also apply glue to the shield and lashes with the lami brush, but you cannot do that with the Y-tool. The Y-tool can be used with both classical and balm glues. Still, it's important to remember that you cannot finish the whole lash wrapping (separation) process with just this tool—you need to have other tools, such as the metal Lash Lift tool and something to apply the glue with, available.

OTHER TOOLS AND PRODUCTS

We recommend having all of these available to work efficiently.

MIRROR



Mirror to check the front look of lashes during in-fills and for lash lift. No more need to get up to get a good frontal look!

The measuring tape on the handle helps you to determine the length of the natural lashes, so it's easier for you to decide in what size silicone pads to use in lash lift treatments or in what length lash extensions to use in an application.

LASH & BROW LIFT PALETTE



Our Lash & Brow Lift Palette is the ultimate tool for seamless and professional lash and brow lift treatments.

Three specially sized holes cater to lifting, fixing, and nourishing lotion, ensuring a hassle-free application. Two additional openings accommodate lash and brow tint, while one is reserved for water and another for liquid adhesive.

For added convenience, two vertical brush holders and a horizontal ridge offer secure storage options, keeping your workspace organized and efficient.

This palette is highly recommended for Lash Artists who use lotions that come from bottles.

LASH LIFT COMPENSATORS



Ruthie Belle's reusable Lash Lift Compensators are the most helpful tool for lash lift artists. They're designed to keep your client's lashes securely in place during treatment. Crafted from ultra-soft silicone, they offer exceptional comfort. With seven pairs in a box, each in a different color, you have plenty of options to suit your style. Compatible with any lash lift silicones, these compensators prevent lashes from detaching or popping off curlers, rods, or shields. Thanks to their slight curve and very soft material, applying them is a breeze, ensuring a secure fit without any hassle. Once the lash lift lotions are in place, gently attach the compensators to the lashes by pressing them. Cleaning is easy, too – use warm, soapy water, rinse thoroughly, and sterilize chemically. Then rinse it again and store it in a closed box.

ANGLED LOTION BRUSH



A lotion brush is a must during lash lifting treatment. It must be precise enough to apply small amounts of lotion in tight areas and also remove the lotion. Using a Lotion brush will allow you to save on cotton buds while doing a much better job. Small bristles can gently go between the lashes, removing all the products.

Angled brushes would be our recommendation for Lash Lifting, as it allows it to work with all types of lotion consistencies. It also allows you to apply the lotion as thinly or thickly as you need.

MICRO BRUSHES



Micro brushes are a must-have during Lash Lifting! They can be used for a wide range of tasks, such as adjusting the silicone on the skin, applying glue or lotion, and separating lashes —you name it! It's a handy and versatile tool that must always be available.

TAPERED LONG TIP MICRO BRUSHES



Long-tipped microbrushes are the "bigger sister" to microbrushes. Their long tips allow them to easily apply primers, they can be used during lash separation, and they are also fantastic for cleaning off excess product.

The long tip fiber point is larger than on the micro brush, which allows it to absorb larger amounts of liquid.

The tip can also be bent for easier use!

EYELID STICKERS



Eyelid stickers are pre-made strips of gentle tape that can be used during lash lifting to lift eyelid skin folds for easier silicone application. There is no need to use tons of tape over your client's face!

Eyelid stickers are soft and gentle on the skin, which makes the removal effortless.

REUSABLE EYE PADS



Eye pads nowadays come in many different shapes and sizes. They are used for bottom lash separation to prevent accidental lifting of bottom lashes.

Silicone eye pads are an innovation in eyelash: they are hypoallergenic and reusable!

When choosing silicone eye pads, we recommend looking for very soft and thin silicone that allows it to stick to all skin types and is suitable for all eye shapes.

LINT FREE EYE PADS



Lint-free eye pads are the most well-known type. They generally have a white or off-white surface and hydrogel that allows them to stick to the skin, providing a cooling effect.

MICRO FOAM EYE PADS



Micro foam eye pads have a much stronger grip, which is necessary for very stubborn, strong lashes. They are also necessary for clients with oily or highly sensitive skin.

MINI EYE PADS



Mini eye pads are ultra-thin, making them almost unnoticeable on the skin. But don't let the size fool you—they are a fantastic companion during lash lifting!

LIFTING LOTION

CHEMISTRY

PH

In chemistry, pH means "potential of hydrogen" – the concentration of hydrogen ions in a solution. It's a scale used to specify the acidity or basicity of the solution.



Pure water has a pH of 7 and is considered pH neutral; all other solutions are compared against that pH level. Solutions are measured at 25 degrees Celsius: a pH of less than seven is considered acidic, and solutions with a pH greater than seven are considered basic or alkaline.

In a normal state, our bodies (skin, eyelashes, eyebrows, etc.) have a pH value of about 5.5, which is slightly more acidic than water-neutral pH, called "body neutral pH." Body neutral pH is therefore 5.5-7, meaning any solution up to 7 is still neutral to our bodies:

Changing the pH level of lashes or eyebrows opens their cuticles and lets us change their shape permanently.

What's the difference between pH neutral and pH balanced?

A pH of 5.5-7 is considered "neutral" since it's the pH of water.

Healthy skin, eyelashes, hair, and nails have a pH of around 5.5. So, any cosmetic product with the same pH level as 5.5 is considered pH balanced. Using pH-balanced cosmetics daily is recommended because they don't change the pH of skin, eyelashes, hair, and nails. Any pH different from 5.5 impacts these. The more significant the difference between the pH of the cosmetic product and skin, eyelashes, hair, and nails, the more effect the product has.

CHEMISTRY OF LASH/BROW LIFT PRODUCTS

As lashes and brow hairs are very similar in anatomy, the following chemistry information can be applied to both lashes and eyebrows.

To curl lashes permanently so that the curl doesn't drop in the presence of water or heat, the cuticles of the lashes must first be opened and pH raised (the result of the curling lotion stage). Then, the pH is brought back to as neutral as possible, and the cuticles are closed as much as possible (the effect of the fixing lotion).



All Lash Lift procedures in the world are based on the same principle:

- Changing the pH towards alkaline with a curling lotion to open the cuticle scales and break down disulfide bonds.
- Then, the pH and disulfide bonds are restored by fixing the lotion and closing the cuticles.

The only difference is how harsh the lash lift products are on the natural lashes.

LIFTING LOTION (ALSO KNOWN AS CURLING LOTION)



The purpose of the lifting lotion is to make lashes super soft (like cooked spaghetti!) and give them a new shape with the fixing lotion. Lashes mainly consist of keratin, so the lifting lotion must contain ingredients that split the disulfide bonds in the keratin to give lashes a new shape. Due to this, the curling lotion is the most aggressive product of all lotions used during lash lifting and can cause the most damage if misused.

The harsh ingredients in lifting/curling lotions are often used to break down keratin. Usually, a mixture of them is used to achieve the desired result:

- thioglycolate
- ammonium bicarbonate
- anything with ammonium in the name
- ethanolamine
- Cysteamine

Different proportions of these ingredients and how they are mixed together determine how aggressive or gentle a specific curling lotion is for natural lashes. There are MAJOR differences between the effect aggressive and gentle lash lift products have on natural lashes!

The only thing that all lash lift or 'lamination' products have in common is that the pH of the lifting lotion is at pH 8.1 – 9.5. Under a pH of 8.1, the lotion does not break down keratin easily as it's too close to neutral pH, and from pH 9.5, the cuticles start 'burning' = which means dying = that's where hair removal begins. The higher the pH, the more damaging the lifting lotion is to the natural lashes, so we recommend determining the pH of the lotions you use for lash lamination. The pH of our cysteamine-based lifting lotion is ~9. The higher the pH, the more damaging the lifting lotion is to the natural lashes, so we recommend determining the pH of the lotions you use for lash lamination. The pH of our cysteamine-based lifting lotion is ~9.

CAN LASH LIFT CURLING LOTION ALSO BE USED ON EYEBROWS?

Since lash lift curling lotion (the only aggressive product in the lifting process) has been developed not to touch the skin, it may NOT be used on eyebrows! Remember – curling lotions include harsh chemicals such as thioglycolate, ammonia, and ethanolamine in proportions that are ok to use on hair but not on the skin.

Brow lamination products have to be a bit stronger on the hair yet softer on the skin than lash-lifting products to lift the brows and not cause damage to the skin. The skin around the eyebrows SHOULD NOT BE RED/IRRITATED after the lifting process! The only irritation that's ok during brow lamination is from waxing/threading/plucking. If you see redness after lifting, you should reconsider the products you are using as they damage the skin, cause dehydration and flakiness, and may cause eyebrow hairs to fall out!

You can only use lifting lotion on eyelashes and eyebrows when the manufacturer states so.

LASH CHEMISTRY: WHAT ARE THE DIFFERENCES BETWEEN VARIOUS LASH LIFT BRANDS?

All the lash lifting and brow lamination products in the world have one main characteristic that determines them – how damaging they are for lashes and brows. You might think that the difference is not that big, but the products differ at night and in the day! A reasonable comparison concerns bleaching your hair at a professional salon or home. Yes, the result of both is blonde hair, but your hair's state is VERY different, depending on the products used.

It's the same when lifting lashes with gentle versus aggressive products—they both lift lashes, but the former leaves them dehydrated and has the potential to over-process them; the latter only takes a little bit more time but leaves them looking healthy, shiny, and not prone to break.

WHERE DOES THE DIFFERENCE COME FROM?

As mentioned, the key player is the curling lotion, the most aggressive stage of lash lifting. Aggressive products have very short processing times as they are so strong that they shock lashes to open cuticles, raise the pH in just a few seconds, and completely break down disulfide bridges in the lash keratin in just a few minutes. All of this puts a huge amount of stress on lashes, and the state of lashes after that stage is like night and day compared to gentle products (remember the hair bleaching comparison).

What damages lashes is:

- pH shooting up in seconds: the quicker it rises, the more damaging it is to natural lashes
- the pH of the curling lotion: the higher the pH, the worse it is for natural lashes
- the quality of the ingredients: the lower the rate, the more damaging it is to natural lashes
- over-processing happens when lashes are at a heightened pH level for too long



More gentle products need more time to achieve the same thing gently. For example, our curling lotion:

- Rises the pH in about 3 minutes (instead of seconds)
- The pH of the curling lotion (and therefore the pH of lashes during the curling stage) is lower (ours is at ~9)

When working with aggressive products, it is paramount to time curling lotion processing time very precisely, as keeping it on for even one minute too long may overprocess them. However, when working with gentle lash/brow lift products, you can test different processing times without worrying about overprocessing lashes/brows!!

HOW DO I KNOW HOW AGGRESSIVE OR GENTLE THE BRAND I'M WORKING WITH?

There are a few telltale signs:



| HARSH VS MILD LASH LIFT PRODUCTS | | |
|---|---|--|
| FEATURE | HARSH | GENTLE |
|  PROCESSING TIMES | Short because of aggressive ingredients | A little longer because of mild ingredients |
|  RISK OF OVERPROCESSING | High | Low |
|  RISK OF DEHYDRATION | High | Low |
|  HOME CARE | 100% necessary | Not required |
|  FLEXIBILITY OF PROCESSING TIMES | Very precise | Flexible |
|  PRODUCT PLACEMENT | Thin line on the base of lashes | 50-100% lashes are covered with lotion |
|  CUSTOMER NEEDS TO TAKE BREAKS BETWEEN TREATMENTS | ✓ | Treatment can be repeated however often the customer wants |
|  CHEMICAL COMPOSITION | Harsh old school ingredients | Milder and safer ingredients |
| NaBr₃ SODIUM BROMATE | ✓ | ✗ |
| H₂O₂ HYDROGEN PEROXIDE | ✗ | ✓ |

- Processing times: The shorter the processing times, the harsher the products are. NB! This does not automatically mean that products with longer processing times are gentle!

- Processing times are exact. Lashes get over-processed easily if the curling lotion processing time is even one minute off. With gentle brands, you can safely test different processing times.
- **Certain aggressive brands require Lifting lotion removal when lashes are almost ready. Note the step where we demonstrate this stage during lash checking!** This is to avoid overprocessing. With gentle lotions, you should wait until the lashes are fully processed to achieve desirable results.
- The smell of the curling lotion: ammonia has a distinct rotten egg smell, so the nastier the lotion smells, the more ammonia or its derivatives it usually contains. However, some brands started adding perfumes to cover the smell.
- Products that come in larger containers than just 1-3 treatments: if your curling lotion comes in a regular small bottle that you can open and close again without the pH dropping, it is STRONG. Gentle lotions are oxygen-sensitive and are packed in airless pump bottles.
- The manufacturer recommends a specific period between lash lifts to give lashes a chance to restore. You can repeat the treatment with gentle lotions as often as the customer likes.
- Customers must use a home care product to hydrate and nourish lashes. Without it, lashes look dry and wonky. With gentle lash lift products, customers don't have to use anything extra at home besides their regular beauty routine. They can do it, of course, if they want to do something good for their lashes, but it is not mandatory, and their lashes will not end up looking weird if they don't

CYSTEAMINE VS. AMMONIUM THIOLYCOLATE

As a lash artist, you understand the importance of using safe and effective products to enhance your client's natural lashes and brows. In the realm of lash and brow lifts, traditional methods often involve **ammonium thioglycolate and its alternatives**, such as alkaline salts that can potentially dehydrate and damage lashes and brows. However, there is a revolutionary alternative—cysteamine-based lifting lotions.

| | THIOGLYCOLATE | CYSTEAMINE |
|--------------------------|---|---|
| ORIGIN | Ammonia | Cysteamine Hydrochloride |
| SAFETY |  |  |
| ALKALINITY (PH) | Higher | Lower |
| IMPACT ON LASHES | Weakens | Strengthens |
| IMPACT ON NATURE | Can harm sealife | Eco-friendly |
| HOW LONG DO RESULTS LAST | 6-8 weeks | 6-8 weeks |

UNDERSTANDING THE DIFFERENCE

Before diving into the benefits of cysteamine-based lifting lotions, it's essential to clarify the distinction between different types of products on the market.

While some products claim to contain cysteamine, it's crucial to note that an actual cysteamine-based lifting lotion DOES NOT include any harsh chemicals like ammonium or ethanolamine in its composition.

Creating a proper cysteamine-based lifting lotion (meaning that it's free from both TGA and ethanolamine) means completely reformulating existing lifting lotions or starting from scratch with a new formula. This takes a lot of time and money. So, instead of ultimately reformulating, some companies replace one of the harsh ingredients (usually TGA) with cysteamine while keeping the rest of the formula (including ethanolamine) pretty much the same as before.

Replacing TGA with cysteamine does make the products less harsh, but does this mean that the product is now cysteamine-based and has all of its benefits? Of course not, because ethanolamine still has the same properties.

Products like this should be advertised as "with added cysteamine," an "upgraded version," or a "gentler" version of their old formula or something along those lines. They absolutely should not be advertised as cysteamine-based. This purposely confuses customers into thinking that ethanolamine is no longer responsible for softening the disulfide bridges, which is not true.

The process of softening disulfide bridges with TGA and ethanolamine is not stable. The longer you process lashes with them, the faster they start working on the disulfide bridges. This is why there is a high risk of over-processing lashes with TGA/ethanolamine.

We can advertise our cysteamine-based system, which started this new trend. It prevents lashes from over-processing because the chemical process of softening di-sulfide bridges is gentle, controlled, and stable.

THE BENEFITS OF CYSTEAMINE LASH LIFT SOLUTIONS

- **Gentle Formulation:** Unlike TGA, ethanolamine, and other harsh chemicals in traditional lifting lotions, cysteamine-based solutions are formulated to be gentle on lashes and brows. This minimizes the risk of damage, over-processing, and dehydration, providing your clients with a safer and more comfortable experience.
- **Versatility and Compatibility:** Cysteamine-based lifting lotions suit various lash types and conditions. Whether your client has naturally long lashes or brows that previous treatments have damaged, cysteamine-based solutions can enhance their appearance without compromising their health.
- **Peace of Mind:** By using a cysteamine-based lifting lotion system, you can have peace of mind knowing that you offer your clients a premium and nourishing treatment. Your focus can shift from worrying about potential damage to providing a superior lash & brow lift experience.

FIXING LOTION

FIXING LOTION



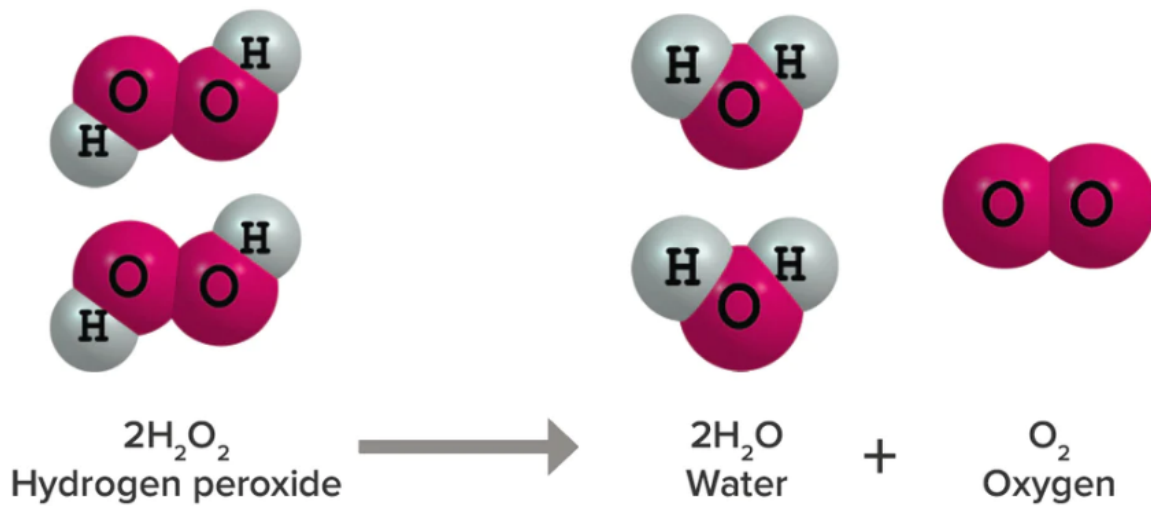
The purpose of fixing lotion is always to neutralize the pH, restore disulfide bridges, close lash cuticles as much as possible, and, therefore, “fix” the new shape of the lashes. This is very important to understand because this means that the shape of lashes is NOT crucial during the lifting phase when they are soft like spaghetti. It’s essential to keep lashes in the correct position during the fixing stage = if any lashes pop off the rod before you remove the fixing lotion, they will NOT be curled as well as the rest of the lashes.

Since the purpose of the fixing lotion is to restore disulfide bonds in the lashes by neutralizing the pH, it is not an aggressive product. Therefore, the same fixing lotion may be used for eyelashes and eyebrows during brow lifting. For the same reason, Fixing lotion won’t affect the areas where Lifting lotion wasn’t applied. We recommend applying fixing lotion slightly wider than where lifting lotions were applied because, during lifting lotion removal, some of the product can migrate higher on the lashes. You can also leave it on for a few minutes longer - it won’t cause any damage (unless you leave it for much longer).

The Fixing lotion ingredients usually use sodium bromate or hydrogen peroxide to fix the new shape and close the lash cuticles. Simply, the effect of sodium bromate/hydrogen peroxide can be compared to that of a hair conditioner after shampooing.

DOES IT MAKE A DIFFERENCE WHETHER SODIUM BROMATE OR HYDROGEN PEROXIDE HAS BEEN USED?

Yes, it does make a difference as these ingredients break down into different compounds after they have done their job. For example, sodium bromate breaks down into acidic bromate salts that stay on the lashes even after the treatment is over, and this has a dehydrating effect on the lashes. This is the reason higher quality brands use hydrogen peroxide instead – the disintegration of hydrogen peroxide (H₂O₂) only produces H₂O (water) and O (oxygen):



NB! Sodium bromate is also banned from being used in cosmetic products in several countries, such as Italy and Canada. If you live in those countries, make sure you do not use a lash lift brand that uses it in their fixing lotion, as your insurance will not cover you if you use products that contain illegal ingredients!

Since Hydrogen Peroxide breaks down into water and oxygen, it is not recommended to leave the Fixing lotion indefinitely (a few extra minutes won't cause damage), as it will evaporate all the moisture from the lashes, making them dry.

Most fixing lotions close cuticles down to about 70% on average, slightly less than most people's average before any lifting treatment.

SHINE REPAIR

SHINE REPAIR: OUR NOURISHING LOTION



What differentiates Shine Repair from alternatives is that it has a dual purpose: it nourishes the lashes + closes cuticles up to 99.9%. Why is this special? Fully closed cuticles mean that all of the benefits included in the product are locked into the lash, and the excess product can be removed after just 5 minutes! After 5 minutes, your customer can apply mascara, wash her face, go swimming, or even go straight to a steam room, and her lashes will stay perfectly hydrated and nourished!

By fully closing the cuticles, Shine Repair leaves eyelashes looking darker. This is because cuticles are transparent, and when they are stuck together tightly, the melanin inside the hair cortex is more visible, thus giving eyelashes a darker appearance.

I made the viscosity of Shine Repair thinner compared to the other lotions to dissolve the glue underneath. This means that lashes will start to loosen from the shield during the nourishing stage, saving you time and effort at the end of the service! This also means covering Shine Repair with a compensator to prevent lashes from popping off the shield before the right time is necessary.

Shine Repair can also be used alone as a complementary treatment during regular lash tinting to add additional nourishment. It can also be used as a mask on brows.

SILICONE SHIELDS

SILICONE TYPES AND WHEN TO USE THEM

We recommend printing this and having it ready when you start working on models.

| | Round | Flat | Teardrop | Hybrid |
|----------------------------|-------|------|----------|--------|
| Straight lashes | ✓ | ✓ | ✓ | ✓ |
| Upward growing lashes | ✓ | ✓ | ✓ | ✓ |
| Downward growing lashes | ✓ | ✗ | ✗ | ✗ |
| Wide lash layers | ✓ | ✗ | ✗ | ✓ |
| Drooping eyelid/epicanthus | ✓ | ✗ | ✗ | ✓ |
| Deep set eyes | ✓ | ✗ | ✗ | ✗ |
| Straightening lashes | ✗ | ✓ | ✗ | ✓ |

Always check how the lashes grow in the outer corner. If most of them grow downwards, it is better to use round silicone.

When working with clients with epicanthus and drooping eyelids, check eyelash direction growth from the roots. If they grow upwards or straight, you can use round or hybrid silicone. However, if they grow downwards, it's better to use round only.

When in doubt - use round silicones!



ROUND SILICONE

| | | |
|--|--|--|
| | | <ul style="list-style-type: none">• suitable for all types of lash direction growth• downward growing lashes• droopy eyelids• epicanthus• wide lash layers• deep set eyes |
|--|--|--|

FLAT SILICONE

| | | |
|--|--|--|
| | | <ul style="list-style-type: none">• lashes grow straight or upwards• straightening lashes |
|--|--|--|

TEARDROP SILICONE

| | | |
|---|---|---|
|  |  | <ul style="list-style-type: none">• lashes grow straight or upwards• give the strongest lift |
|---|---|---|

HYBRID SILICONE

| | | |
|--|--|---|
|  |  | <ul style="list-style-type: none">• lashes grow straight or upwards• straightening lashes• wide lash layers• drooping eyelids• epicanthus |
|--|--|---|

HOW TO CLEAN SILICONES AND COMPENSATORS AFTER LASH LIFT

Immediately after removing shields and compensators from your clients' eyes, dip them in warm, soapy water and let them soak. Then, rinse them with tap water and remove any remaining residue.

Proceed with submerging in disinfection liquid (processing time varies from brand to brand. Some liquids can do 2in1: disinfect and chemically sterilize). Remove silicones from disinfecting liquid, rinse under tap water, and let them air dry for 24 hours (never use wet silicones as it will be difficult to glue the lashes onto the silicone).

Sterilization. Some brand silicones can only be sterilized chemically, while others can be sterilized in autoclaves or heat sterilizers. Consult your brand for recommendations.

EYE AND LASH ANALYSIS

Eyelash analysis is an important part of lash lifting. Without it you won't be able to achieve good and long lasting results. When analyzing a client's eyes it is important not only to look at lash length and their thickness but also look out for other aspects.

1. Lash growth direction from the roots - this part should be analyzed when the client is sitting up. To better understand how lashes grow, you must look at them not only from front but from the side also.
2. Presence of drooping eyelid/epicanthus
3. Position of brows (low or normal)
4. Lash layers width (wide or normal)
5. Lash thickness
6. Natural pigment
7. Asymmetry
8. Lash length
9. Porosity

ASYMMETRY

Generally, all clients have some form of asymmetry. We recommend adjusting the asymmetry only when necessary. Always ask your client if she would like her asymmetry adjusted.

Remember, we are not plastic surgeons and can not provide dramatic adjustments with Lash Lifting because the results are natural-looking compared with lash extensions.

HORIZONTAL ASYMMETRY



Solution: use a silicone one size smaller on the lower eye!

ASYMMETRY IN OUTER CORNER HEIGHT



Solution 1: For a lower-setting eye, use the opposite eye silicone. For example, apply the right silicone on the left eye to curl the outer corner more tightly. The shape of the asymmetrical silicones is designed to lift inner corner lashes more because the edge of the silicone is lower in the outer corner. So, if you flip the silicones, they will lift the outer corner more than the inner corner.

Solution 2: Apply lotion so that the outer corner is curled more or less, depending on the desired outcome. When you apply lotion higher, it will provide a stronger curl because the eyelash will take the shape of the silicone according to the lifting lotion application. To curl lashes less, apply lotion lower. The less lotion you apply, the less lashes will curl.

DROOPING EYELID



One eye has a drooping eyelid, requiring rounded or hybrid shields. The side that doesn't have drooping skin should be curled less.

Solution: use a smaller silicone to get a tighter curl on the side, where the skin has a droopier eyelid.

ASYMMETRY IN LASH GROWTH DIRECTION FROM THE ROOTS



Solution: use the same silicone size on both eyes but change the lotion application method (higher or lower) depending on the desired outcome.

PTOSIS (ONE EYE IS MORE OPEN THAN THE OTHER)



Solution: a more closed eye will require a smaller shield



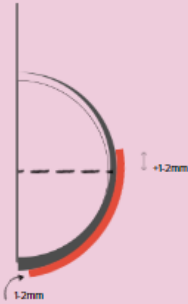

NB! When working with asymmetry, always use silicones from the same brand.

ASYMMETRY IN EYELASH LENGTH

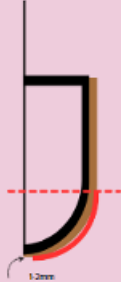
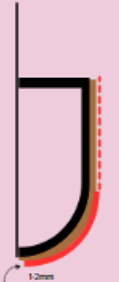
Shorter lashes - smaller shield, longer lashes - shield one size bigger. Example: one eye S, other M

LOTION APPLICATION

LOTION APPLICATION METHODS

| №1 | №2 | №3 | №4 |
|--|---|--|--|
|  |  |  |  |
| Inner corner | Middle | Outer corner | Exceptions |
| <ul style="list-style-type: none"> • LL prior to lash extension application • LL for men on children (round silicone) • Curly NL (lifting silicone) | <ul style="list-style-type: none"> • works for all types of silicones • most popular application method • On rounded silicones can be used in the ouer corners to avoid over curling | <p>Lifting silicones:</p> <ul style="list-style-type: none"> • long lashes • thick lashes • straight lashes <p>Rounded silicones:</p> <ul style="list-style-type: none"> • Dolly effect • long NL • thick NL • downwards growing NL | <ul style="list-style-type: none"> • Lifting silicones - straightening old LL or fixing overcurled lashes • Rounded silicones - for NL that grow extremely downwards mainly in the outer corners (can easily overcurl) |

Perfect for straight or upwards growing lashes

| | |
|---|---|
|  <p data-bbox="228 1541 570 1598">Lifting lotion must be applied til the apex or slightly over</p> |  <p data-bbox="737 1541 948 1568">Straightens the lashes</p> |
|---|---|

Remember to apply lotions approximately 2mm away from the roots in the inner corner to avoid over-curling the lashes. Apply lotions to the rest of the lash line approximately 1mm away from the roots to achieve the most dramatic results. Never apply lotion on the roots or wet line!

When using hybrid silicones, you can apply the lotion until the apex or just slightly over the apex to achieve great results.

If you require straightening the lashes on the hybrid silicone, ensure that the length of the natural lashes doesn't go over the edge of the silicone to avoid kinks.

NB! Remember: lashes will always take the shape of the silicone used! For more natural results, use rounded silicones.



STEP BY STEP PROCESS CHEAT SHEET

Use this when you have completed the course and are ready to start practicing on the models. We recommend printing out the cheat sheet and keeping it next to you to remind you of the steps without going through pages of in-depth information.

Step 1: lash cleanse

Step 2: eye and lash analysis. Decide which silicone type and size suits best.

Step 3 (optional): bottom lash isolation

Step 4 (optional): Primer (Easy Lift) application **only suitable for use with gentle lifting lotions*

Step 5: False layer lash isolation

Step 6: Silicone application

Step 7: Lash application and isolation on the silicone

Step 8: Lifting lotion application + lash check control

Step 9: Fixing lotion application

Step 10 (optional): Tinting

Step 11: Nourishing component (Shine Repair)

Step 12: Removal of silicone and tidying up

Ruthie Belle®

EYE AND LASH ANALYSIS FORM

Drooping eyelid/epicanthus.....

Position of brows.....

Eye position in socket.....

Asymmetry.....

Lash thickness.....

Lash layers.....

Silicone type:.....

Silicone size:.....

Primer.....

Glue type.....

#1 Lift mins:.....

#2 Fix mins:.....

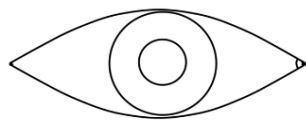
Tint:.....

Nourishing product/mins:.....

Comments:.....

Lash direction from the roots:

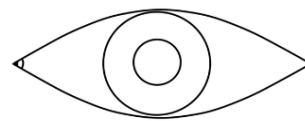
Right eye:



Inner corner:.....

Middle:.....

Outer corner:.....



Left eye:

Inner corner:.....

Middle:.....

Outer corner:.....

TROUBLESHOOTING

WHY LASH LIFT DIDN'T WORK?

- Lifting lotion wasn't on long enough - always perform the lash check!
- You used too much glue. Do a lash check on several lashes, especially in areas with too much glue. Lotions still work, but their processing timing will be longer.
- Lifting lotion was applied incorrectly—either too far away from the roots (more than 2 mm away) or not high enough.
- Lifting the lotion layer was too thin. If the lotion is too thin, it still works but will require longer processing time. Larger amounts of lotion will expedite the processing time.
- Silicone was applied too far away from the roots of the eyelashes - if the silicone is applied too far away from the roots, it will result in an underwhelming lash lift.
- Eyelashes haven't been applied to the silicone tightly enough. If lashes are applied too loosely, they will result in an underwhelming Lash lift and can also cause kinks at the roots.
- Expiry date - Always write the opening date for the Lash Lifting products. This will help to track how long has passed since the opening time. Lifting lotion is sensitive to oxygen and will lose its properties over time or if the packaging wasn't properly sealed
- Wrong silicone was used - eye and lash analysis is critical. When in doubt - use round silicone
- Flipped eyelid—Flipping the eyelid is not a mistake on its own. Some clients, especially elderly clients, have such soft skin around the eye area that flipping the eyelid is inevitable. If this happens, you must adjust your lifting lotion application method and apply it higher on the silicone; otherwise, the result will be underwhelming.

LASH LIFT CAME OUT UNEVEN

- Lashes weren't cleaned properly - you must always clean clients' lashes yourself! Even if your client came in without makeup
- Eyelashes have different growth directions at the roots—always analyze clients' eyes and lashes before proceeding with the treatment. If the client has asymmetry in the growth direction, you must adjust the lotion application method or use different-sized silicones* Read more about this in the Asymmetry section.
- Uneven silicone application - silicone must be applied symmetrically on both eyes
- Uneven eyelash separation - make sure that lashes are applied on both silicones symmetrically
- Different processing timings - in some cases, your client might require different processing times; however, it would be the same for most. We recommend setting different timers for each eye and always doing an additional lash check before the Lifting lotion removal.

- One lash is longer than the other—in this situation, the lashes will look different, so different-sized silicones must be used to achieve an even lift.* Read more about this in the asymmetry section.

CAN YOU DO LASH EXTENSIONS AFTER LASH LIFT?

- Choose a bigger size of round silicone—if the Lift is too tight, it will be more difficult to apply the extensions.
- If done on the same day, make sure that the eyelashes are thoroughly clean—all products must be removed.
- Skip the nourishing step with brands that require more than a few minutes to do their job, and also skip primer at the beginning of the lash extension application since cuticles are already open.
- When you use Shine Repair, use a primer to open cuticles since Shine Repair has fully closed them.

MY CLIENT HAS VERY SHORT LASHES

Lash Lifts can be done on anyone; however, not all results will look dramatic. For example, if your client has wide lash layers and very short downward-growing lashes, the result will be less visible than with a client who has medium straight lashes with normal layers. It's a good idea to manage customer expectations during consultation.

ALLERGIC REACTION TO LASH LIFT

Allergic reactions to Lash Lift are rare but not unheard of. Clients could be allergic to any one of the products you are using during the treatment: glue, lotions, tint, eyepatches, tape, etc

If your insurance requires you to perform patch tests, you must test all of the products you are using during the treatment. Generally, an allergic reaction appears very quickly (within ~15 minutes), but in some cases, it can take up to 72 hours to show up.

Most commonly, people are allergic to tint (the PPD inside the tint to be accurate). Tinting can be skipped, but you should explain to your client that during Lash Lamination, some natural pigment lifts and eyelashes might appear lighter in color, so she might need to use mascara afterward.

Lifting lotion is the most aggressive part of the treatment and must be applied carefully, keeping in mind the "1-2mm away from the roots" rule. The removal must also prevent the lotion from spreading to the roots.

All in all, if your client doesn't know if she is allergic or not, let her do a patch test. Keep in mind that patch tests don't provide 100% results, either.

However, if she had an allergic reaction, she will most likely have it again.

HOW LONG DOES THE LASH LIFT LAST?

Results last approximately 6-8 weeks.

Retention depends on:

- Natural lash growth direction from the roots - the more downward growing they are - the faster the results will look outgrown

- How fast natural lashes grow out. The faster they grow, the quicker the Lift will grow out.
- Age - the older the client, the longer the lash lift lasts due to slow metabolism
- beauty therapist skills
- quality of products used

THE LASH LIFT GONE AFTER TWO WEEKS

- If the lash lift is done incorrectly, the Lift will disappear when the lashes are washed. If your client leaves the appointment with lifted lashes but the Lift drops within 24 hours, it means some glue remnants have kept the lashes looking lifted.
- Anagen or telogen cycles - rapid growth cycles are natural and can not be adjusted in any way. If your client has a lot of anagen and/or telogen lashes during the treatment, you should mention it to your client so she/he/she/they are warned about possibly needing a sooner appointment next time.
- Tint washed off is the most common reason your client thinks her/his/their lashes are outgrown. In fact, they just require a touch-up with tint, as it usually washes out sooner than the Lift grows out.

DO YOU HAVE TO WAIT 24 HOURS BEFORE GETTING YOUR LASHES WET?

The "24-hour rule" is a misconception that dates back to the time when lash technicians didn't have an exact explanation of the chemical process during the treatment.

When the treatment is done correctly, water will not be able to damage the Lash Lift in any way. Washing out the remaining lotions/tint/glue is essential before letting your client go.

Some brands recommend not getting lashes wet immediately after the treatment. This is because the last step (the nourishing step) sometimes requires a certain amount of time to be fully absorbed into the lashes. Your client can still wash their eyes, but they won't get the full benefit from the nourishing treatment.

AFTERCARE

- Check your Lash brand for specifications and how fast your client can get your lashes wet. Some brands require 2-24 hours for the nourishing treatment to be absorbed (when using RuthieBelle Shine Repair, your client can get their lashes wet immediately after the treatment).
- Aftercare products—Some brands require using some sort of nourishing treatment, usually a clear mascara, to keep their lashes healthy after the treatment (when using RuthieBelle Lash Lift products, your client is not required to use any, but if they want to, it will only benefit them more).
- Lash food and lash serums, difference:
 - Lash Lift aftercare products must nourish lashes after aggressive lotions have dehydrated them. It's important to understand that there is a difference between the purpose of lash food products and serums. Lash food products are (usually) made of natural ingredients without the addition of chemicals. Their purpose is to give lashes the nutrients they need to become stronger and healthier,

but they don't grow lashes much longer. The most common lash food product is castor oil.

- Lash serums synthetically (with the help of chemicals) extend lash growth cycles and thus make lashes grow longer than they naturally would. Unfortunately, most lash serums provide little to no food for lashes to grow healthier and stronger. That's why they usually give a distinct spidery look to lashes – lashes are noticeably longer but as thin as before. In addition, there is a widespread misconception that serums grow NEW lashes as in awakening dormant lash follicles. Unfortunately, the majority of lash serums do no such thing. Instead, they grow existing lashes so much longer than lashes that were too short to be noticed before the serum becomes visible, making it look like you've grown new lashes.
- When choosing home care products, customers should consider these differences and choose products according to their goals. For example, if the intention is to nourish and grow lashes longer, then both a serum and a lash food product should be used. In addition, both products should be used in the evenings as our bodies rejuvenate and grow the most during the night when we sleep.
- Pure castor oil - most popular product recommended by lash makers. However, natural oils purchased in pharmacies are more suitable for skin nourishment than lashes. When the lash is chemically processed, it can become dry. Pure castor oil has a thick viscosity which will result in a layer of film on the lashes that won't allow the moisture in or out, thus dehydrating it further. Instead, we would recommend using formulas with thinner viscosity, for example, blends that include sweet almond oil and castor oil together. Sweet almond oil penetrates the hair deeply and goes into the structure, provides moisture and shine while castor oil makes them stronger and healthier.
- If the brand you are using recommends using aftercare products, we highly recommend stocking a product specifically formulated to nourish the lashes. These types of products may include castor oil, almond oil and generally have some additional ingredients, such as vitamin E. The main purpose of these products is to "feed" the lashes with nourishment and moisture after a chemically adjusted lift.