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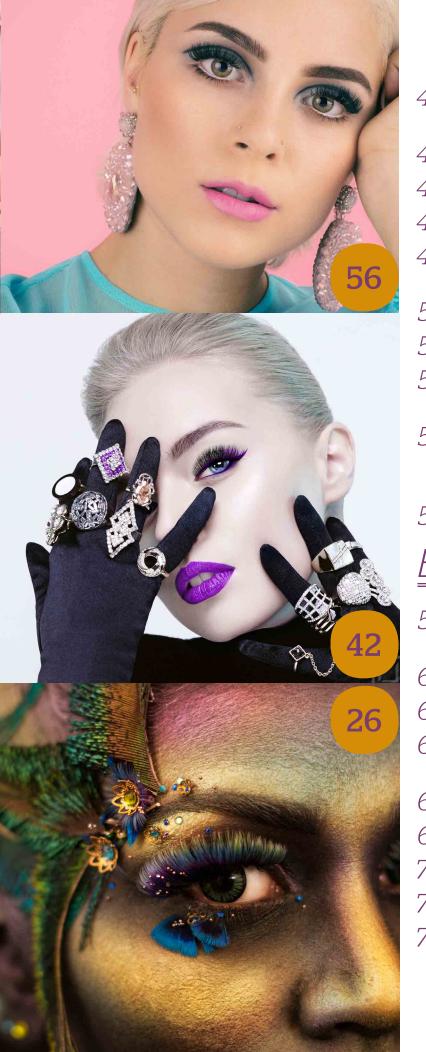
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# Letter from The Editor

Hello and welcome to the first edition of Lash Inc Ireland of the year. This has been my debut year as Lash Inc Ireland Editor and it's been a really enjoyable journey leading the Ireland arm of this fantastic magazine. Not only have I met and become great friends with my own team, but also, the extended global Lash Inc team and all the people behind the scenes who work their butts off

.This has been a very rewarding experience and I look forward with anticipation for the year ahead and piecing together more great ideas and content. I'd like to thank Sarah Johnson, who pens our great interviews and gets to the nitty gritty of the industry and trends, keep an eye out for her forthcoming piece!

Kristina Dovbijenko for her amazing informative articles, who we can always count on her for some great up to date industry information which is always on the pulse. Melanie Doyle our newest team member, her knowledge and expertise as a Beauty Editor keeps us in the loop of what's hot or not, alongside some truly need to know beauty Hints and Tips!

Also a heartfelt extended thank you to everyone that has contributed to the magazine in the last 12 months, you have all truly been amazing.

Going forward this year, I am going to write more articles myself as I've aplethora of great ideas that I would love you all to explore with me. I would love for Irelands wonderful lash community to help me contribute, and further expand the magazine, with lots of exciting stories and training products information. So please feel free to approach me and get involved!

The first half of this year's calendar is full of training conferences and judging competitions, so there will be lots to report on. I bid you farewell for now, wishing you and yours a very happy new year! And to a prosperous start to 2019!

Leanne Harber xx



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# Meet Team Lash Unc.



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**Cover Image** by Kristina Dovbijenko

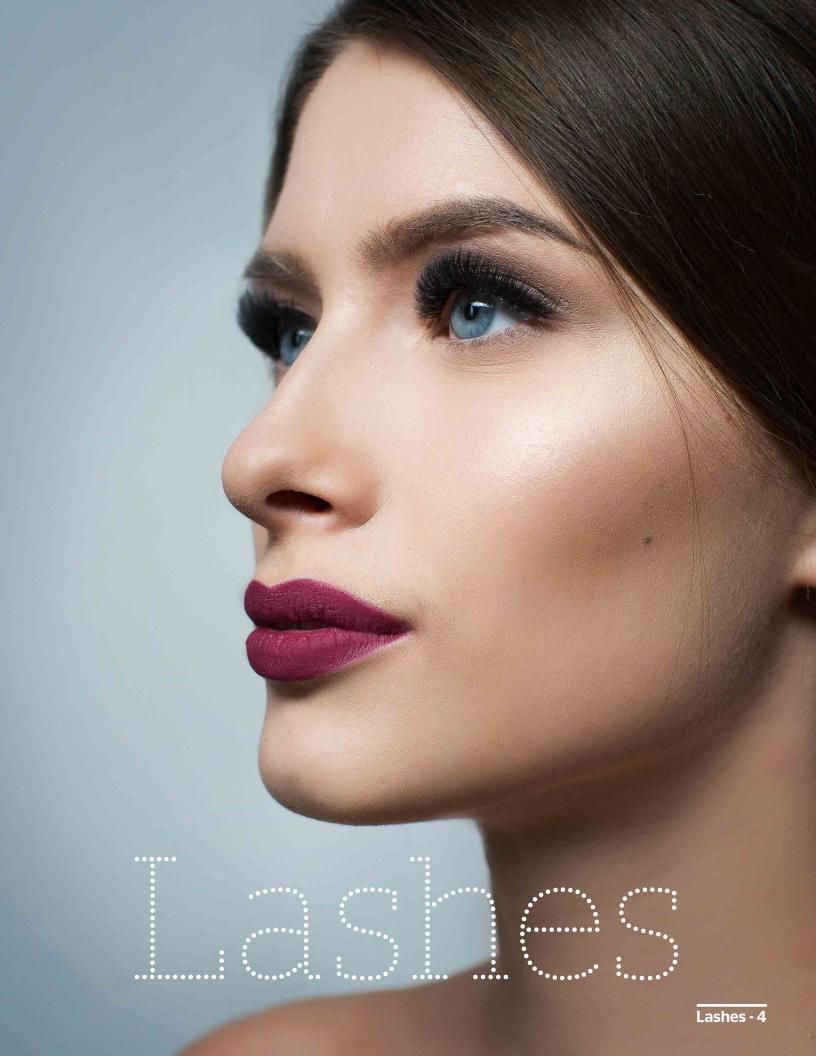




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## Ruthie Belle Onterview

#### With Sarah Johnson

Hi Ruthie, You are a woman of many talents and you are huge influence in the lash world. I know a lot of people absolutely love your products, but I'm hoping you can tell me a little more about you please.

1. Firstly, what ignited your spark?

Ruthie~ Thank you Sarah for your kind words, I started my lash career in 2012 while I was living in London and working in the W Hotel Spa.. I noticed that the women I met were wearing lash extensions that did not come even close to the quality of extensions my friends back home in Estonia were wearing. So a business idea hit me - get properly trained back home and start offering the service in London. Only 6 months into lashing I saw pictures of lashes that looked out of this universe (first volume lashes I ever saw) and found out that training was offered to learn how to make them. It was a no brainer for me and I ended up being one of the first three people in the UK to learn volume lashing! My first teacher and inspiration was Irina Levchuk whose skills were absolutely magical. 2 hours into the training I understood that I had made the best business decision of my life and that volume lashes were the way of the future. A few months later I came up with the idea to bring the new technique back to Estonia as there was literally no one here offering training for it. There was also no one offering volume lash diameters here so I realised that this was going to be my next business adventure - offering professional supplies.

Everything has just grown organically from there and since last year we are now in the business of manufacturing products as well as retailing them. My attitude in business has always been to be innovative, so the same applies to the products we manufacture – they offer lash artists a unique way to take their lash game to the next level in a safe way.

Feedback that we have received is the thing that inspires me the most to push forward!

**2.**How do you balance your relationship, motherhood and being a super successful businesses woman?

Ruthie~ It takes effort, dedication, support and having priorities straight. Since I started my career, I've worked pretty much all day and all evening, every day including weekends. I only stopped this a couple of months ago as I literally could not keep going like this - I was burnt out and realised that my kids needed me more than my business. I made a conscious decision to stop working after business hours and enjoy time with my partner and kids. I still struggle with taking time off as I'm a bit of a workaholic - I get anxious when I don't work and feel sort of lazy so I have to remind myself of my priorities and that not working all the time is totally fine. I have my partner (who is also my business partner) to thank the most for helping me with keeping the balance.

**3.** Since launching your webshop in March 2014, your products have been so popular and everyone either wants to be using or stocking your products. How does that feel?

Ruthie~ To be honest it still feels surreal! I still get butterflies whenever someone I've known about for years contacts my company for a collaboration. And when lash artists email us or post feedback how happy they are with our products and how it makes their lash life easier. it's just the best feeling ever and motivates me for a long time:)



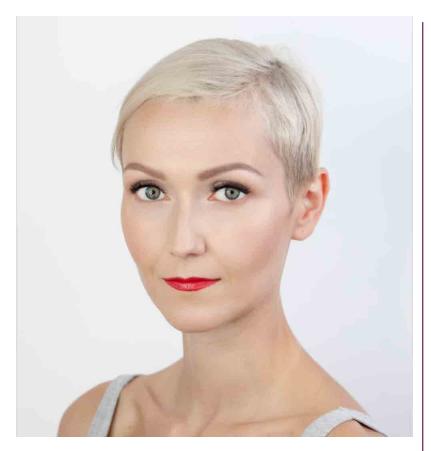
Above: Sarah Johnson **4.** Your products are really changing the industry for the better, but which of your products are you most proud of?

Ruthie~ I think the biggest game changer so far is Superbonder as it's so innovative that even cyanoacrylate experts around the world have been impressed by it. The technology we have used for the composition is cutting edge, it really is different from any other sealant in terms of both efficiency and safety.

I think the next big one is going to be our Adhesive Superdry (launching in January 2019). It's a glue accelerator we developed on the basis of Superbonder that does not only speed up adhesive curing but turns ANY adhesive (no matter the original curing time) into a contact glue (immediate setting) no matter the humidity! Can you imagine not ever having to worry about low humidity or having to switch to a different adhesive in the winter because vour beloved summer adhesive is no longer setting quick enough?! It actually makes adhesive set so fast that when you dip your fan into glue and let it drop the fan is cured and does not fall apart when it touches the floor! On top of that it starts bonding adhesive vapors (the purpose of Superbonder) immediately so your client's eyes are less irritated during lash appointments.

**5.** How do you come up with the ideas for your products?

Ruthie~ I'm active in Facebook lash groups and read what lash artists struggle with the most. My chemist is one of my best friends so we talk for hours every day about life and lashes and discuss the problems I've seen



in lash groups and what could be the best solution for these problems. Our priority number one is the safety of the products and number two the efficiency so the recipe for our products is always highest quality ingredients + out of the box thinking.

#### **6.** Who is your inspiration?

Ruthie~ I'm inspired by girl bosses—women who know what their goals are and their worth and who are kind and sweet to others while working towards their goals. There is so much bitching and backstabbing in our industry that seeing that you can reach the top without being like that is my biggest inspiration. If I had to pick a name from the lash world, I would pick two—Julia from Lash Tribe and Kim from Borboleta.

- 7. When you're at home with your beautiful family, how do you switch off from work mode? Ruthie~ When I get home my kids come to the door to greet us and its pretty much nonstop action until they go to bed at 8pm so there's literally no time to think about anything else other than the little ones.
- **8.** I was going to ask what you like to do in your spare time, but do you ever have any spare time?

Ruthie~ ha-ha yes, the second question would be more accurate and the answer is nope I literally have no time for myself at the moment. But my goal for 2019 is to start focusing on myself again too. I used to go horseback riding so I want to take that up and start working out again.

**9.** Being as busy as you are, there must be some level of stress attached to it. So how do you personally deal with that stress?

Ruthie~ I've learnt a lot over the past year how to deal with it as I used to take everything that was not perfect soooo seriously. At one point I realised that I could never please every single person and not get so upset when someone was not happy about something. I now focus on the positive and only care about criticism when there is something constructive about it. It makes life A LOT easier!

10. What has been the most important part of your business journey so far? Ruthie~ It has helped me mature as a person and to become independent 11. What drives you to keep going when it's been tough?

Ruthie~ Giving up has never been an option for me. I try to focus on the positive even when things get tough – Left: Ruthie Bell positive feedback from a customer to our products or to our customer service are the most motivating ones for me

**11.** Out of all your products, what is your absolute favourite?

Ruthie~ Our Lash Lift Superboost series. I've seen too many over processed lashes that have put people off from Lash Lifts so we came up with a super gentle formulation that makes it IMPOSSIBLE to over process! I'm putting together a Lash Rehab training course that teaches lash artists how to treat over processed lashes to not only save them but to actually bring them back to life and grow them longer. 13. What do you enjoy most about what you do?

Ruthie~ Coming to the office does not feel like work for me – I get to do something I'm obsessed with for a living so I never feel like I have to work but I get to enjoy my passion for a living

**12.** What's your least favourite part of running a business?

Ruthie~ Annoying and rude customers lol. My team always gives 100% and it can be very frustrating when clients send angry emails, usually about something that's not our fault. Like an email in caps lock demanding to know why they have not received their order which they never paid for.

**13.** Your success has been huge since the web shop launch in 2014, where do you see yourself being in the next 5 years?

Ruthie~ I like this saying "Life is what happens when you're busy making other plans" so I gave up making long term plans for business a while ago. I focus on what I do at the moment and only set wider business plans for one-year maximum. My main goal for 2019 is to focus on marketing as we already have a few fantastic products that help lash artists and we have so many more coming. Now it's time to properly get the word out to reach as many lash artists as possible

I think you're an amazing lady, who has & is continuing to change the industry for the better in so many ways. Thank you so much for taking the time to share this with me, Lots of lash love, Sarah xxx

# The Latest Evolution in Makeup to Showcase your Russian Lashes

by Melanie Doyle

### Inject colour this Winter and keep it soft and gentle

Beautiful on trend feathered Russian Lashes with the hottest pinks and berry shades hot off the catwalks

The question? How do you wear makeup this Winter with the on trend fluffy feathered Russian lashes that are coming more and more popular down to the likes of Kim K and the influencers from TV shows such as Gabby Dawn Allen from Love Island.

This article is going to talk you through the best shades to wear this season along with the most wonderful new age Organic cruelty free makeup products from company 'Club Organix'. A completely organic set of products.

Made to the highest quality, with all the ingredients being sourced ethically and manufactured in the UK, the brand's ingredients have all been chosen as they are completely oil free and compliment semi-permanent lashes perfectly ensuring that your beautifully lashes eyes are kept pristine!

#### Inspired by love our Vegan Certified Makeup is Organic & Cruelty

Interesting Fact: You will see that on model Hannahs right eye she has a small mark on the inner part of the eye next to the eyeball, this is called a Nevus or Choroid Nevus, in medical terms, but to anyone else it is a 'Birthmark', more common in Caucasians, but can be found in any race, they are flat pigmented spots that are usually greyish or a light brown. Despite their uniqueness these birthmarks do not represent any abnormality in the eye and are therefore not dangerous in any way. Birthmarks in the eyes are the same as those found on other parts of the body.

The lashes was created using Eyelash Emporium 8, 9, 10, 11 in a 0.06 creating a pretty 'Kitten Style Flick with a Kim K Feathered style.

Step by Step to creating a beautiful fun look full of colour that suits a 'Kitten or Cat eye style Russian Lash look.

#### Step 1

Complete Lashes and fully cleanse the eyes using the Eyelash Emporium brush and brush foam, brush through the eyelashes - Some lash technicians would not want to cleanse the lashes straight after but it is a great step to do to help remove any sweat or skin oils that may have seeped out during the treatment, which would of course hinder the longevity of the makeup. I then used a Micellar water all over the face and prepped the skin with the Illamasqua Hydra Veil which is both a primer and hydrates the skin ready for makeup.

#### Step 2

Apply Brow product, I used a pencil and blended it with a matt brown eyeshadow. The next step is to ask the client to rest her head back onto the head rest, I then used the MAC Pro Long-wear concealer in NW25 all over the eyelid and under the lower lashes, this concealer is oil free and so is perfect for around the eye when wearing Russian Lashes.

#### Step 3

First of all I chose 3 colours that are side by side on the colour wheel, these are peach, pink and purple ( Club Organix - Cinnamon Sparkle, Perfect Pink & Rose Gold) as these colours are a mixture of warm and cool, they really make the eyes pop.





I firstly applied the darkest purple shade into the crease of the eye and then underneath the lower lashes with a pencil brush and blended with a fluffy blending brush. The next step is to apply the lighter colour pink to the inner corner and underneath the lower lashes using a small detailer brush lightly patting the shadow into place and finally applying the peach shade onto the middle of the eye. As this colour is lighter than the other two, this will help to accentuate the eye in the middle and will give the illusion that the eye is Almond shaped rather than Round due to the illusion created by a darker shade either side, this is called a spotlight eye.

#### Step 4

The next step is to clean up the fallout from the mineral eyeshadows which can be kept to a minimum by tipping the clients head back, you will always get a little. I use the Micellar Water to



Beautiful on trend feathered Russian Lashes with the hottest Autumn pinks and berry shades hot off the catwalks

clean away the product from under the eye using a lint free cotton pad.

#### Step 5

I applied concealer where required and lightly dusted the concealer with a translucent powder, I used MAC Prep and Prime powder.

The club Organix Foundation powder 'Soft Caramel' was applied all over using a 'Kabuki Brush' buffing in circles until the coverage you desire is achieved.

#### Step 6

I used the Club Organix eyeshadow colour in 'Ice White' as the highlighter and applied a touch of the Rose Gold on her cheeks and finished with the beautiful Club Organix lipstick in a lovely soft pink tone.

See Club Organix products www.cluborganix.com to purchase products Instagram @cluborganix

Model - Hannah Holiday

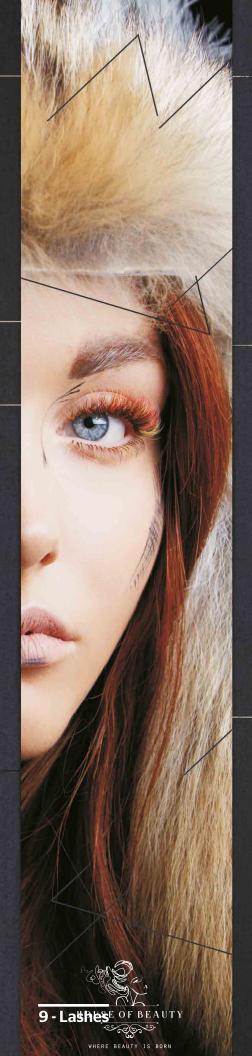
Makeup Artist - MelVicMakeup aka Melanie doyle @MelVicMakeup Lash Technician - Melanie Doyle

Photographer and retouching - Melanie Doyle

To see more of Melanie's work and to book one of her makeup or lash training courses go to - www. melvicmakeup.com Above: Model Hannah with makeup and lashes all using highly pigmented Club Organix Eyeshadow







### Discovering Colour

I'm Kristina Dovbijenko, originally from Latvia but have called Ireland home for over a decade. I have been in the beauty industry since 2008. For 8 years I worked in one of the most respected salons in Ireland as a nail and lash technician. The knowledge and experience I gained in that time meant I was more than capable of starting my own business and that's what I did late last year. My salon is in the heart of Kilkenny city on the banks of a river. I am also an educator for AS-Lashes and I hope my salon will become a centre of excellence where my students can share with me my passion for the industry.

I have completed more than 15 courses in lash extensions from experts all over the world. I believe that continuing education is vital to improving your skills and progressing in your work. I am encouraged by other professionals in the industry to always strive to be better.



Last year I attended the Lash Summit in the Uk. It was here that I found Inna Kharlamova.

Inna spoke from the heart when it came to her work and that feeling captured my imagination. Her enthusiasm for the industry was awe inspiring. I was enthralled by every word she said and I knew that I wanted her to come to my salon. My first step was to attend her course myself. This way I would know what exactly it entailed so that I could inform any potential students who were interested in being thought by this master of lashes. I invited her and thankfully she accepted.

Running this master class was something magical. A course that would normally take days was condensed and intense and the students enjoyed every minute of it. The energy Inna brings is contagious and our eyes were opened to a world beyond the everyday application of lashes in a salon environment. The finished product constructed to grace the pages of a beautiful magazine or walked down the run way of an elaborate fashion show. One of the main things explored was the art of colour. Black in the timeless classic but there are over 60 colours available in the lash industry. The theory of colour was introduced and suddenly there is this whole new aspect of the lash industry that some technicians might not have considered.



The day took us from the blank canvas of a barefaced model all the way to a full look worthy of the pages of a magazine. Each student came up with their own concept. The lashes being the main focus but the makeup, hair and accessories were all carefully thought out to complete the finished look. The make up and hair ideas were carried out by Laurena Hanley. The head pieces were constructed by lan McDonnell and the photography by Sergey Pikurs. To fit this amount of work in just one day was intense but so rewarding.

The lash industry has so much opportunity to expand your skills. This master class is designed for fashion and fantasy work. And of course competitions! Entering competitions can be a fantastic way of expressing yourself as an artist. This day we mainly focused on head shots but there are no limits to the lengths you could go to express your vision. Costumes and backdrops are all on the wish list for the next master class. The images that were captured at the end of this rich day were true expressions of the student. Every aspect helped to be realised by Inna's amazing teaching. I am looking forward to the next master class and all the new innovations this industry that I love



### Team Work





Eyelash design by: Kristina Dovbijenko Hair make up: Luareana Hanley Model: Rachel Kelly Photographer: Sergejs Pikurs Head piece design by: Ian McDonnell/Lu Cifer Material used: AS-Lashes 0.1 curl CD





Eyelash design by: Kristina Dovbijenko Hair make up: Luareana Hanley Model: Jade Ryan Photographer: Sergejs Pikurs Head piece design by: Ian McDonnell/Lu Cifer Material used: AS-Lashes 0.1 curl CD Brilliant Beauty Studio in Sandyford Ireland





Eyelash design by: Kristina Dovbijenko Hair make up: Luareana Hanley Make up artist: Jade Ryan Model: Rachel Kelly Photographer: Sergejs Pikurs Head piece design by: Ian McDonnell/Lu Cifer Material used: AS-Lashes 0.1 curl CD





## The Ultimate Oscar

#### Leanne Harber

International Lash Master & Editor of Lash Inc Ireland

launches the first OSCAR© Approved Centre within the Lash Industry. Her new webpages are coming soon along with an extensive range of training and competency based assessments, here is what she has to say:-

"The Ultimate OSCAR© – A year in the Making! And what a Journey it has been!! So what does this mean for our Industry?

It's great news, that's what it means!!!
Currently, we are struggling with standards and regulations within our sector of eyelashes and the industry as a whole. We are seeing lots of bad work, clients lashes being damaged, students being poorly taught, in-turn damaging our reputation as a whole as a Lash Artist or a Training Provider"

So what can an OSCAR© Accreditation do for us? I believe it will raise the bar

in high standard setting for you all to follow and obtain recognition of your work and abilities to carry them out.

So, let me put it another way, when we are looking for a builder, or any tradesman, we make sure they are licensed or go and look on 'check a trade' or if Corgi registered so we know they are competent at their job? Or if we are looking for a great restaurant we look how many stars they have got to see how good they are? Well, this is the same if you have an OSCAR© in your field, then Clients and Students alike will know you're the best and would rather go to you than to someone who is

not Nationally recognised as competent and look you up on the National Register?.

Having been awarded the non-construction sector privilege in spearheading the roll out of cross sector curriculums, Claire Moffatt-Lonsdale of Profile in conjunction with Neil Whitfield, both like-minded and passionate about skills development & deployment, joined forces to extend his Construction Sector OSCAR© solution to the 'rest of the world' – well, it has arrived with Ultimate, honoured to represent the whole of our Industry.

This unique method of accreditation & recognising outstanding skill sets, Ultimate is now working together as Venture Guardians of the Standard – Health & Wellbeing.

We are able to extend this methodology within the UK & Internationally. Believing there to be a 'gap' or shortfall between Academic qualifications, NVQ's, VT's, QCF's being able to,

in effect, join the dots in enabling candidates to shout out to the rest of the world "Hey!! I'm brilliant at this"!!

In the past it may have been difficult for really talented individuals to achieve recognition and for all sorts of reasons:

- The lack of affordability to attain-One or the other or none at all
- The Lack of opportunity Nothing that matched the job/skill in hand De-motivational & cumbersome paths to attainment
- Traditional qualifications not keeping up with new products & services
- New Innovations or fast moving Technology

The lack of these 'awards' by no stretch of reality means that our people cannot do the job in hand to a high standard, yet, leaving those with highly competent skill sets without a standard benchmark of a 'certificate' – out of the 'limelight'.

So how did we do it? We worked together on the basis of pulling the zillions of curriculums together in devising 4 generic focus Guardians to accommodate:- Construction > Technology > Health & Wellbeing > Professional Management.

We needed already established, forward thinking movers, groovers & culture shakers who are UK & Internationally recognised providers to pick up the gauntlets & spearhead being the first of these 'guardian' AC's – Approved Centres.

We needed a slick, fully inclusive communication process, digitised 'paperwork' – simplified to the extent that 'no training is required' for Candidates, Companies, Assessors & Providers, with zero Tech barriers, including hardware.

We needed a mechanism to tell the world, unfettered, tamper free, without dispute, who, what in, where, when, which individuals gained their OSCAR© – thus without question, speeding up the recruitment, development, sales & growth paths for key decision makers and end consumers.

We did it!!! Be the first and join us in our baby steps in bringing back & drumming up motivational drivers and going to work to live AND ENJOY IT and not to live to work – barhumbug stuff!

So, to gain an OSCAR© you need to demonstrate and pass a set of criteria within a working environment, your knowledge and ability will be assessed within your chosen treatment.

Ultimate standards are high, so you will have to work hard to obtain the OSCAR© thus raising our standards and pushing these cowboys, tech and trainers out, or it could encourage them step up or get left behind?!

Every consideration is being made for Equality of Opportunity - so it doesn't matter whether you work in your bedroom or have a plush salon, it's as long as you meet the criteria and pass the assessment. If you can do it, prove it, OSCAR© it!

To be eligible for an OSCAR© you will need proof of residence, your certification in your field i.e. lash lift, classic, volume, trainer and your proof of insurance. If you have all of these then all you have to do is to undertake your live assessment and show us what you are made of!

Currently, Ultimate is only offering an OSCAR© in the lash industry, coming soon will be other sectors, such as brows, nails, hair and all beauty treatments.

I am very excited about this and I have worked extremely hard to get it right and to help you all, so if you want to join Ultimate in raising the bar in our amazing industry and you want the lash version of an Michelin star please email me with all your questions or complete our quick enquiry form here & I will get back to you.

We are also looking to set up satellite AC's - Approved Centres around the globe - so if you want the OSCAR© in your Country simply ask and view our App here.

Remember "it's not what you know, it's what you do with what you know that counts" - If you can do it, prove it and OSCAR© it!

Don't be shy, we know you want to shine – get in touch here.

leannehelloultimate@gmail.com





# Ultimate Competition

By Sarah Johnson

@ Angel Inspired Lashes

Ultimate Trainer Brighton.

This year we held our first ever Ultimate Lash Competition online. We had 4 different categories with beginners and advanced in each. We had entries from all around the world. The work entered was absolutely incredible. Everyone had worked so hard on their entries. Congratulations to every single person who entered. We had judges from around the Globe to mark all the entries.

I'd like to take this opportunity to thank all of those judges~

#### Judges:

Ruthie Belle ~ Ruthie Belle Business

.Miranda Tarpey ~ The UK Lash Institute.

Jill Heijligers-Peloquin ~ Lash Fx.

Kelly Storer ~ Enchanted Spa.

Rachel Bridges ~ Inspire Lashes.

Tania Withers ~ Lashings of Beauty & Training Plymouth.

Lisa Gillanders ~ Lashworx Products & Training.

Stephanie & Tamara ~ Lashstylist Magazine.

Daisy wolf ~ Everlasting Brows.

Angelina Salacinski ~ Lash Factor

Laura Kaminskiene ~ MB Beauty School.

Genevieve Harding ~ Beauty by Genevieve.

Danielle Taylor ~ Blinking Smooth.

Stefani Altieri ~ The Lash Shop.

Michelle Ryan ~ Master Lash Artist & Beauty Educator.

Sarah Johnson ~ Angel Inspired Lashes & Ultimate Trainer.

Carmen Palmiste ~ Lashart Ripsmestuudio.

Martina Kallos ~ Kallos Lash Academy.

Michelle Meredith-Rath ~ Sinful Lashes.

Patrycja Plaszczymaka ~ Venus Beauty by Patrycja.

Joreya Baarda ~ Lashes & Cosmetics & Ultimate Trainer.

# Competition Categories & Winners.

**Beginners Classic winners** 

1st place ~ Maja Kiszka

2nd place ~ Gabriela Czajka

3rd place ~ Minie Parichat

**Advanced Classic winners** 

1st place ~ Juliette Nieuwlands



Kiprovska

Trophies

2nd place ~ GulsaHarun Ülgen 3rd place ~ Joanna Pudzianowska

Beginners Lash lift winners 1st Place ~ Maga kiszka 2nd Place ~ Trang Thu Dong 3rd Place ~ Minie Parichat

Advanced Lash lift winners

1st Place ~ Paulina Mizgalska

2nd place ~ Kamila Prasilowska

3rd place ~ Gwenny Hensels

Beginners Volume winners

1st place ~ Maja Kiszka

2nd place ~ Gabriela Czajka

3rd place ~ Jo Cooke

Advanced Volume winners 1st place ~ Joanna Pudzianowska 2nd place ~ Anna Lenkiewicz 3rd place ~ Jennie Longstaff **Beginners Mega Volume winners** 

1st place ~ Jo Cooke

2nd place ~ Nina Likozar Juric

**Advanced Mega Volume winners** 1st place ~ Joanna Pudzianowska 2nd place ~ Monika

The winner from each category went into one big Ultimate competition and Maja Kiszka was chosen for the Ultimate special winner prize.

Congratulations again to you all. Your work was of a very high standard. You should all be very proud Sarah xxx

#### Statement from Maja Kiszka ~

I have extended eyelashes for over 2 years. For me it is a harder job because I only see with one eye. When I went to my very first training course, everyone said I would be a failure. I wanted it so much, so I worked hard, I was on many courses with international champions. I decided to try my hand at the ULTIMATE LASH COMPETITION. It was the best decision I ever had! I won 1st place in the category classic lashes, volume lashes and lashlifting, and the most important one overall - I was the winner of all winners. It was a great event and the organizers were very helpful. It made me want to work harder.

My dearest friends, take part in the championships. Don't be afraid! I would never think that I could win anything, because all the time I feel I always have something to improve in my lash technique. But I work, and I practice and I train to make it perfect. I think that there is no better science than how the best judges evaluate their work. Winning is not everything! You can meet wonderful people from around the world who have the same passion as you, and most importantly it allows you time to improve your work. If I succeeded, you will succeed. You can do it!

Maja Kiszka



Maja Kiprovska Classic **Beginners Winner** 



Maja Kiprovska - Lash Lift **Beginners Winner** 



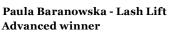
Juliette Nieuwlands **Winner of Advanced Classic** 





Paula Baranowska - Lash Lift **Advanced** winner







Maja Kiprovska - Volume **Beginners Winner** 



Jo Cooke - Winner of Beginners Mega Volume



Joanna Pudzianowska - Mega **Volume Advanced Winner** 



Joanna Pudzianowska-Volume **Advanced Winner** 

#### WINNERS of the 2018 SME Best Bespoke

# Business Solutions Company Awards



#### by Claire Moffatt

WINNERS of the 2018 SME Best Bespoke Business Solutions Company Awards

What's an App? a computer program that is designed for a particular purpose:

Regardless of being a Solopreneur, micro, SME, larger Enterprise or sector -what do you use for your business mobile marketing? A website with responsive design? A mobile website? A mobile app?

In today's mobile-driven world, the question for any Enterprise shouldn't be whether you build a mobile website or a mobile app; the better question is how you can integrate the two into a highly effective mobile presence that advances your business services & marketing goals.

So, you want a way to connect with and engage your clients, suppliers and people when they are using a mobile device? Mobile devices by their very nature are more intimate and personal than their desktop or laptop counterparts — when was the last time you took your computer to bed with you - or anywhere else for that matter — those days & nights have gone?!

Mobile apps provide a superior user experience - Notwithstanding how gorgeous they can look, you are carrying your own personal brand. Did you know that mobile device

users spend 86 percent of their time interacting with apps compared to just 14 percent using mobile browsers?

Mobile apps give you a direct communication channel to your clients, people & suppliers. An app resides on the user's device, which means it's always there, reminding them of your brand even when they aren't actively engaging with it. When paired with push notifications, you are approaching a level of personal direct interaction mobile marketers dream about.

In addition, your app lets you put the information you most want your engagers to have, right at their fingertips, whether that's information about products, training, events, prices, sale or promotions more importantly - the way they love to browse - so love them back!

You don't want to create just another app do you? Create something that helps your customers, helps grow yours & your engager's user base, increases your profits, retains customers, suppliers & employee loyalty. Create a signature and incomparable user experience that will keep users coming back for more of what you do.

Mobile apps are better for every level of engagement.

- Push notifications to notify users of new products, services, events of your choice with 'call to actions'
- Integrated event calendar, appointments, registration for classes, demos and seminars
- Integrated YouTube or Vimeo channels giving users access to libraries of how-to videos and demos
- Built-in loyalty programs to incentivise return salon or face to face customers and simplify the process of redeeming awards, staff, quiz prizes, sports leader boards



- In-app social networking to enable visitors to engage and interact with attendees while shopping.
- Increased customer and staff & Team engagement is partly a function of the superior user experience, but it's also because mobile apps integrate in so many different activities and capabilities.
- Integrate with your shopping carts showcasing products & services
- Build menus, maps, product lists, how-to libraries, guides, videos, reading lists
- Have VIP or restricted areas built in
- Pull all of your social media platforms together in one place
- You be in Control at all times what your App does & doesn't do for you.
- There's no real limit to the offline information you can 'bake' into your app.

This is just a small example of the ways a mobile app extends the usefulness of your responsive website, creating a more, holistic and useful experience for your Engagers.

You decide what it is that your app offers that unquestionably differentiates itself from competitors. Single out and focus on what it does well as a service to your users.

Set free your creativity & let us do the rest!

Company: Profile - TBSC Ltd

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Websites: https://profile.uk.com https://site.auditapp.uk.com









### Lash Flower:

- 1. What you will need: glue dots, 5. I cut in half as that's plenty for
- double sticky foam tape, colour lashes, thin tweezer, scissors, empty lash tray.
- 2. Line empty tray with double sided foam to stick your finished flowers to, ready for decorating
- 3. Get a lash strip and cut a small piece of sticky glue dot.
- 4. Separate lashes from paper strip, ensuring lashes are still attached to tape.

- 5. I cut in half as that's plenty for a flower, stick the piece of glue dot on the reverse side of lashes at one end.
- 6. Starting from the opposite end of glue dot, rest on finger and with the tweezer roll it tight till you stick the end down neatly with glue dot.
- 7. A flower.
- 8. When placed on sticky foam tape, you can decorate to suit your lash art project.



My Salon Journey by Kristina Shepard

So, you're doing well, fully booked day after day, month after month, great! You're suddenly thinking about that lifelong ambition about owning your very own salon or lash bar. Thinking how great it would be to have your own business, name above the door, have a fantastic team of likeminded people creating stunning lashes every day and making you lots of money.

Sound familiar? This is exactly what I did.

Expanding into a salon and having a team of your own isn't for us all, not everyone wants this and more importantly not everyone has what it takes or can handle it. But no one really gives proper advice, whenever I would tell a salon owner I wanted my own salon they would look at me in shock horror and say no! Don't do it.

But why?

I couldn't work this out what could possibly be so bad. This was a childhood dream of mine, of one day having my own salon. This was something I wanted more than anything in the world and I worried that this might never happen for me.

From the age of 13 all I wanted was my own salon, at 21 I become self-employed with my beauty room and at the age of 30 I had my own salon.

#### What it takes

I'm writing this one year after I did just that. I moved out of a tiny beauty room and converted a huge 1000sqft space into a luxury boutique spa & lash bar.

So, if you want a salon, and I mean really want this read on, and see if you can handle it.

Firstly, in order for this to work you need to want it so badly that you struggle to sleep with the sheer worry it might not happen, that's how badly you need to want it. It needs to be a burning desire deep inside.

I never studied business and I didn't do that well at school. Everything I've learnt about business and the process of getting a salon has been self-taught and through finding amazing people in our industry to look up to.

That is one of the most important things, to seek out people you massively admire and have a successful journey themselves. Above: Kristina's Dad & Brother

### Putting in the ground work

Nothing happens overnight, all success takes time to build and grow. You need to be busy with clients, I know people who have opened a salon or lash bar when they are just starting out and it can be done but it's actually a lot harder in reality. Be prepared to work harder than anyone else, be the first in, last out and work the hardest.

Love your clients. They are the ones who are supporting you financially and allowing you to grow your business and do what you love, without them you're nothing. You have to go above and beyond for them; they can always go somewhere else.

Get busy with clients; you need to build a loyal cliental. I was fully booked every day of the week for 3 years before I took the plunge because once you have a salon the bills are thick and fast, you need to have cash in the bank to survive.

Depending upon location, size of building and if it's an empty shell or an established beauty business already (you will of course pay a premium for such) will all be major determining factors of how much start up cash you require.





Left: Before Above: After Get yourself a great solicitor, with robust business skills as you will need their negotiating powers. It's imperative to make sure you read your lease and you fully understand every single word.

You're signing this not your solicitor, so you need to understand it all. It can be like reading a foreign language and make no sense to anyone but get your solicitor to explain it in simple terms.

You might need planning permission, change of use, and the landlord's solicitor fees you may be liable for depending upon the legalities involved.

I had to get all the above done and from my experience it was a very complicated affair. If you are lucky it might be a lot more straightforward depending on the shop you want. It's incredibly stressful as other parties such as solicitors, landlords and builders are all involved and timelines will and can be delayed as a result.

There will be times you want to give up, I actually started going grey during this process, it was the stress, but you've come this far you have to keep going...



### Ten reasons that are

# Stopping Customers Returning



**by Hanna Putjato**London Lash Professional



1 Bad Retention, the first reason may seem obvious: simply that their lashes are falling out.

The client may not have followed the correct after care however this isn't always the case. It could also be:

- ··· Not enough glue was used
- ••• Not using the correct pretreatment (having traces of make-up on natural lashes or not using a cleanser and primer before applying the extensions)
- Incorrectly chosen glue (room temperature, humidity and drying speed of the glue are all factors you will need to take into account when choosing your adhesive).
- 2 Bad Hygiene, an extremely obvious reason but one that people forget! Remember you are working within close proximity to your clients face; they DO NOT want to be smelling coffee breath for 2 hours. Here are a few things to watch out for you may not have realised:

- Illness, a no brainer but one that people seem to always forget... If you are showing signs of flu then do not touch your client. They will not thank you for making them sick!
- Try to schedule your cigarette breaks so you have at least half an hour to 'air out' before your next client. Always wash your hands, chew a piece of gum or take a mint. Alternatively, electronic cigarettes don't leave any unpleasant smells at all.
- Drinking coffee. Yes, we all love an Iced Frappe from Starbucks on our breaks but think before you drink!
- Eating strong smelling foods like Garlic, Onions and Spicy Foods are no no's! As well as Tuna and Fish in general. If you really have to, make sure to have a strong chewing gum afterwards and wear a mask during the treatment.
- ••• Not disinfecting your hands before your treatment. Spend 30 seconds to use some hand sanitiser and clean your hands before starting the treatment and if at any point during the treatment you need to sanitize again, then do so!
- Not wearing a mask (even if you have good hygiene, some clients do not enjoy your warm breath on their face)

We hope that we don't have to mention the obvious ones such as having a shower and brushing your teeth. Also keep in mind dental problems such as cavities or plaque can cause bad breath and stomach problems such as gastritis, which can also cause unpleasant smells. It's always better to head to the doctor if you feel like you are facing these issues. Left: Bad retention

Noisy Surroundings, there is nothing worse for your client when you should be paying them 100% attention and you are having conversations with members of your salon. If your salon or workspace is very noisy, then make sure you have a quiet room/ space. Otherwise your clients will not relax and end up leaving stressed.

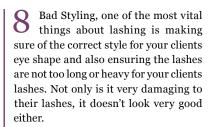
Just to recap:

- · · · Be in a quiet room if possible.
- Play sensual music that will help your client relax.
- If you work with other people, politely ask them to keep the volume down.
- Do not have private conversations between you and your colleagues.

Below: Noisy surroundings



### LONDON LASH



- --- Ask what your clients expectations are. Your version of natural, may be very different to theirs.
- ••• Make sure you choose the correct length, curl and thickness for your clients lashes, eye shape and bone structure.
- Ask to see pictures of their day to day makeup routine, so you know what kind of look would suit their style.
- 9 Stickies, the dreaded stickies! Something that is very damaging for your clients natural lashes. Not only are they damaging, they can cause pain and/or discomfort for your client. It is not a very nice experience.
- ••• Make sure you're isolating correctly
- Lashes should NOT be stuck to neighbouring lashes
- Always take 10 -15 minutes at the end of the treatment, to check your work for stickies.
- 10 No Availability, the last reason may not be something you're doing as a lash technician, but maybe you just simply have no availability. However you don't want your client having to go elsewhere for their infills.
- Always ask your client if they want to book their next appointment before they leave.
- Don't take on new clients if your too booked up to do their infills.

Be sure to sign up to our mailing list at www.londonlashpro.com and follow @ london\_lash\_pro for more tips, tricks & products that will help you achieve your lash goals.



- 4 Client Comfortability, It is important that your client is as comfortable as possible. After all they are going to be lying there for around 2 hours if not more and if it isn't a relaxing experience for them, chances are they are not going to return.
- Ensure your bed is comfortable (Have a memory foam cover if possible)
- Use an ergonomic pillow (We recommend our London Lash memory foam neck pillow)
- ••• Make sure your client has a blanket if they are cold.
- Ask your client if they are comfortable throughout the treatment (they may want to readjust)
- Ask your client if they would like to use the bathroom before you begin and also make sure that you don't need the bathroom yourself.
- 5 Unprofessional Work Space. If your workspace looks untidy or you're not using professional products it's going to be off putting before the treatment has even begun. Remember first impressions are everything!
- Ensure your salon and work station is ALWAYS clean, tidy and organised.
- ••• Use professional products such as a 'Glamcor Light' and not just a table lamp.
- Have a nice made bed before your client lies on it.
- Any surfaces should be spotless, no food, no drinks, no stains and no mobile phones!

- Pressure When Applying Lashes.
  This is a mistake a lot of eyelash artists tend to make and the majority of the time you may not even notice you're doing it.
- ••• Watch your hand placement on the clients face.
- ••• Never rest the tweezers on the eyepatches when isolating (the tweezers are very sharp. It is so easy for them to poke through. It could also increase the chances of adhesive fumes getting into eyes and resulting with a chemical burn).
- ••• Never lean on the client with any weight.
- Getting Distracted. There is nothing more unprofessional then not giving your client your full care and attention during their treatment. You will be working based on appointments, taking a certain amount of time, do not waste it! Your client expects your full focus and attention to make their lashes as beautiful as you possibly can. This means:
- ••• No replying to your messages during the treatment (keep your mobile phone on silent and in a drawer somewhere).
- Do not be having conversations with other colleagues and ask they stay out of your workspace whilst you have a client.
- Ensure your workspace is organised and fully stacked, so you're not looking for things.



### How to Make Your Nork Efficient

You are tired at the end of the day, feeling unsatisfied and stressed because your clients complain during treatments and want you to work faster.

Have you ever thought about how your workplace environment can play a huge role? What is it we require in order to carry out our job as a lash artists? Put simply, a bed, a chair, a trolley and a lamp.

### Let's talk about all these in details

To sit and work comfortably, a bed should be height adjustable so we can sit high enough to see the eyelid and all the lashes without bending your back or stretching your neck. Otherwise, you either do not apply the lashes close enough to the eyelid or you have back and neckpains as a result. The bed should have a wide head part as we need a place to lean on and to store our lash stuff during the working process.

A chair should be height adjustable too and have wheels. As we know, we should change the position when we work. So if you use a chair with wheels, it is much more easier and quicker.

Of course you need a trolley where you can store all your lash tools and find them quicker during the treatment. It is very important you control your lash kit each morning and check if you have enough tools (brushes, eyepatches and so on) for the working day that lies ahead. Such practice avoids any time lost during treatments searching for some tissues etc.

One of the most important things is a good lamp. It should have cold white light. And be so big that the light covers the whole of the workspace so your eyes will not be tired and you will not lose your concentration quickly. It means you will work faster.

To make your work more comfortable and save the time during the treatment, use different 'lash gadgets' and accessories that make lash artist's life easier.

For example, using Lash and knee pillows for the client. When the client lies in a comfortable state, she does not move a lot, probably falls asleep (the best variant for us) and nothing disturbs you when lashing. Above left: AS Lashes -Head rest and under knee support

Above right: Storage boxes Different organisers that help you to have order at your workplace

Lash Palettes that let you prepare for the treatment quicker.

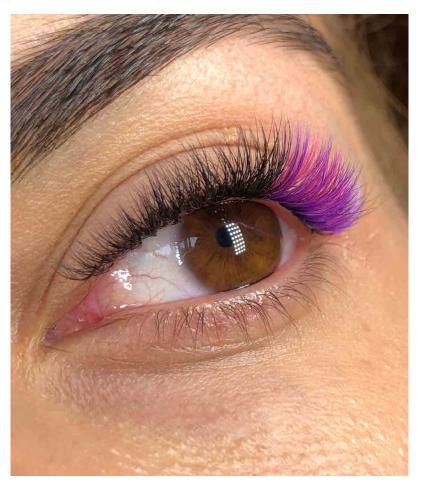
Remember, a correctly organised workplace saves your time during the treatment. It further prevents you from health problems and makes your customers happy as they do not notice how the time flows and they wake up with amazing lashes.

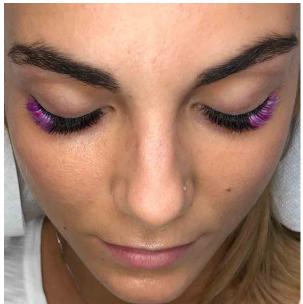
All these things are important for me and for my husband, as he wants to make sure I stay healthy and happy within the job I do. So he has developed and improved some lash accessories for me.

Let me introduce our Love Lash Collection, extraordinary lash tools for extraordinary lash artists.

www.as-lashes.si www.lovelashcollection.com alena\_skodic\_aslashes

Alena Skodic





Black or brown lashes can sometimes be just too boring for everyday wear. Lash art is one thing and we all really enjoy looking at the creations that lash artists create for competition and posters. By adding some colour for every day wear is that one thing that can take lashes to a whole new dimension.

Clients are usually afraid that colour lashes will be just too much for them but when done correctly, colour lashes can enchance natural beauty and eye colour.

When adding colours in our work, we should be careful that we follow some rules. It is good to know that blue is great for brown and blue eyes, purple for green and brown and green for hazel eyes etc. Transparent or black glue, that is really your choice.

Prepare your mapping. If you are aplying colours in layers, it might be a little easier for you to draw and write everything in your map. In my particular case, my client was a blonde girl with brown eyes who does not wear too much make up on a daily basis and she wanted me to put some pink colour in her black volume set. I used purple, pink and light violet lashes.

It can be easier if you do one layer at the time. For example, I applied the bottom layer first with all purple lashes, then second layer of pink and light violet at the top. That way, my client got purple lashes to enchance her natural brown eye colour and a splash of pink that she realy wanted. If I put on only pink ones or many pink lashes at the bottom layer, she could have looked like as if she had been crying which is a look we most definitely dont want!

We should be careful when choosing colours like pink or red for example, and it's a good thing to mix them with colours that enchances the natural eye colour. Applying them in layers gives it that extra special effect. Be creative, play with colours and don't be affraid to use them. After all, eyelash exstentions are a substitute for make up anyway so why not put a bit of colour in them.

# Colour Lashes





"Makeup Candy"

by Nikki Huber

"Add-on" Products, Hence, Increased Revenues... But Mainly, Her Passion For the ART!

As mother, wife, celebrity lash artist, lash trainer, industry speaker to beauty retail product developer

And Entrepreneur; "Makeup Mandy" has proven herself to be a major force in the Lash, Makeup, and Beauty Industry.

To add to her armory she is also centrally located in one of the world's most competitive and saturated 'beauty' markets namely West Hollywood/ Beverly Hills, California. When I first met Mandy I immediately felt a deep connection in both an intuitive and business level.

The motivation I hope that you gain from this interview is how a one woman who wears so many hats, like Makeup Mandy, can also successfully run her own product development and distribution business.

I was intrigued by her 'clean' beauty philosophy in which I share a mutual interest with my own organic company, Endure Beauty. She is paving the wave for so many lash artists and product developersin the ever-growing lash extension industry! ENJOY!

With Love, Endure in Pink! XX

NH: "Makeup Mandy!" I love it! Let's just start here, how did your nickname come about?

MM: I found makeup to be a passion at a very young age and started working professionally as a makeup artist at the age of 16. The nickname was just that, my friends would refer to me as Makeup Mandy or MM so when I opened my first salon in 2006 on Melrose Avenue in West Hollywood, California, Makeup Mandy Eyelash Bar and Makeup Studio was the name I went with.

NH: How long have you been in the industry, and at what point did you know you wanted to expand your brand, which started with you as an artist, to develop your own brand of professional and lash safe aftercare and makeup products? For both wholesale and direct to consumer purchasing...

MM: I am not an entrepreneur at least not a born one. I'm truly an artist at heart, meaning I never had a grand business plan of developing products or expanding for the sake of profits. Quite the opposite. I discovered eyelash extensions in 2004 at an IMATS trade show. Back then they were new. There were no classes yet just a DVD with subtitles and hard pokey loose lashes, but I immediately fell in love with the service. I loved how lashes could change a person's entire look, yet still appear completely natural. I opened Makeup Mandy Lash Bar in 2006 and started with 13 clients a day 6 days a week. Many of my celebrity clients followed Above: Makeup Mandy me after working with them on set as a makeup artist. I quickly realized how lacking the lash industry truly was. Every item in the LAshX line solves an actual issue I was experiencing either as a lash consumer myself, salon owner and lash artist. Each new product whether it be for professional use or at home use, I created out of a personal need.

NH: I remember you telling me when we first met that part of your formulations you help create with chemists are due to some personal issues involving allergies and health issues that were very close to your heart. I myself suffer from the Systemic Lupus Erythematosus and multiple allergies, and I was intrigued by your thought processes in your LAshX retail products.

#### Can you share your personal journey to product development?

MM: Allergies are a huge problem in the industry. I had a lot of clients start developing allergies eventually having to stop wearing lashes. When I would call my product manufacturers they told me it was the cyanoacrylate and when I developed the allergy from overexposure, I was told not to wear them anymore. I decided to do more research and speak with actual medical adhesive chemical engineers. What I learned was that there are many grades of cyanoacrylate - industrial to medical. Our allergies were in fact sensitization from toxic VOCS (Volatile Organic Compounds-Fumes). When curing,



the adhesives I was using produced formaldehyde. I also learned there were medical cyanoacrylates used in our bodies that were made to not cause allergies or sensitivities. All our LAshX products are "clean" meaning we don't add any toxins or parabens, surfactants, surfactants, oil or glycol...

### NH: What increased revenue averages have you noticed from adding on your lash aftercare and makeup brand?

MM: For me educating clients and selling the proper aftercare is less about short term profits and more about long term results. Yes, we make money off the aftercare, but my clients save time and money by using the proper products. With LAshX, lashes can last 6-8 weeks between fills. This means LAshX pros can charge more per hour, but clients save time and money coming half as often. Their natural lash health improves, and they are more likely to be a client for life. Also, word of mouth travels quickly when your lash extensions last twice as long as the competition. It's also a way for our partners to differentiate their businesses and not have to compete on price.

#### NH: Where do we see "Makeup Mandy" in five years?

MM: In five years, I think the lash industry will have come a long way. Clients are already seeking healthier cleaner beauty products and that will affect our industry more and more. I plan to continue to help empower women in their business, improve lash education, develop more quality products, and make huge positive ecological impacts on the lash world. Our international distribution is rapidly growing, and we are developing new innovations daily. This work is my passion!

"Make-up Mandy" has had this industry embedded in her soul since her preteen years! If you have interest in attending any of her training classes or are interested in ordering any of her "clean" lashing products, her contact information is below! XX Above and right:
Makeup
Mandy



Mandy Jacobellis CEO LASHX www.lashx.pro Bit.ly/lashxlive 310-855-3305 x 701

# Customer Service and Building Brands



#### by Katie Gross

As an active member of different lash forums and groups, I often see lash artists and other industry techs ask others how they can build their businesses. They will say at one point their business was busy and it has calmed down and they're not sure what to do or what went wrong.

Or they will say they are having a hard time getting their business off the ground. I see recommendations to offer big discounts or even free services, to pay for Facebook and Instagram ads, to invest in a state-of-the-art lash bed, to post better photos on social media with just the right hashtags and filters, etc.

Phew! It's exhausting.

While all of these suggestions aren't necessarily wrong, they all have their own time and place.

The question I'd like to ask them before they start investing money on advertising and giving away the cow for free is:

How is your customers experience within your business? Those clients you do have, are you offering them topnotch service that knocks their socks off? Are they sharing their experience with their friends?

Because nobody raves about average.

Customer service is about creating an experience so wonderful, which makes your customer so happy, that your competitors are left in the dust! I know, it's such an evil plan! Your customer service has to be better than ordinary – it must be extraordinary. You must deliver service that is both consistent and trustworthy.

A customer you keep is one you don't have to find!

Let's think about the last time you were a customer of another business. This could have been a trip to your local supermarket, a salon, or a restaurant. Do any of those customer service experiences stand out as great, terrible, or even mediocre? How did it make you feel?

How often do you experience exceptional customer service, the kind of service you want to share with others and bring back to work as an example of a great approach?

I'm not telling you exactly how to do it, but rather to get you to think subjectively on how yours could improve. Trust me, there's always room for improvement!

Extraordinary customer service starts with relationship building. Build relationships that help you to build your business success. Hear me when I say this: Listen more than you talk. I believe we were given two ears and one mouth for a reason. You will demonstrate more empathy with your ears than with your mouth. Listening is the fundamental interpersonal skill for value-added customer service experiences.

Have you ever heard of the 80/20 rule? It can pertain to many different aspects of our businesses and can easily be applied here: listen 80% of the time and speak only 20% of the time.

You can come up with your own fundamental questions you'd like to ask each customer to build a close relationship with them.

I have a mental list of things I like to learn about each guest to help build off of. Once I have the information I need, I make a note under the clients name in my computer system so I can always reference it and follow up at their next appointment.

I adhere to my 'LASH Rule,' an easy to remember acronym, to ensure I have covered my bases:

L - Livelihood: What do they do for a living?

A - Aspirations: What are their passions and dreams?

S - Satisfaction: What brings them joy and fulfillment? Are they a part of any clubs or groups? Do they enjoy traveling or follow sport?

H - Household. Do they have a family at home? Are they married, engaged, or single and swiping left? (Tinder joke!)

Demonstrate genuine interest in your customer; people know when you're being fake. Hand over the spotlight to the client and make it real; this is about them, not you. Be invested and interested in their responses and always be sincere. If you meet your customers' expectations, you'll satisfy your customers. If you exceed their expectations, you'll really wow them! Your personal relationships with customers grow as you invest time with them, listen, and demonstrate genuine concern for their welfare.

Ask yourself, "What can I do to make their day better?" Then give them all of the feels.

Katiegross@ LashArtistBox www.lashartistbox.com

@lashartistbox



# Men in the Make Ap Chair by Ravi Sagoo

#### Makeup Culture

Men's makeup culture in the West over the past 10 years or so has been subject to many a campaign rebirth. This is not solely down to demographics moving on in age cycles and then the process begins again. It centres on what has traditionally been seen and marketed (since the mid-1800s) as a 'girls-only' enterprise. Our own deep rooted local cultures lend to this notion including my home city of Glasgow, where the traditional male disposition is one of the strong alpha male type and embracing moisturiser was a challenge at one point!

#### The History

Yet, Men wearing make-up stretches back from 4000 BC right through to the 18th Century; Ancient Egypt/Rome, Elizabethan England and 18th Century France. There are many illustrations of men wearing make up to extenuate facial countering, nail art paint through the use of pig fats and bloods to the white powdered skin look which was in vogue during the rule of Queen Elizabeth I.

The timeline continued to transcend with stage actors which in turn translated onto the silver screen where the likes of Charlie Chapin used make up tricks and flicks to draw focus on to his expressive eyes and artistry.

The cinematic influence of Metrosexual beauty continued with the polished look of Clark Gabel, John Travolta (Grease/Saturday Night Fever's famous beautifying regime of Combs, Brylcream and a hairdryer –'Watch the hair!') and Bollywood icon Amitabh Bachchan's deep defined eyeful look. The 'Mad Men' of the day used such onscreen influence to further develop male-specific branding of the cosmetics industry.

I fully applied the 'Guyliner' and 'Manscara' hype of 10 years ago whilst doing spots of Presentation work for MTV UK. This wasn't me just taking on the edgy London boys makeup look of the time as I faced the camera or simply hungout in Camden, it actually links back to my cultural heritage from Punjab, Northern India.

#### Makeup In Culture

Male makeup in India, in particular eyeliner and mascara, isn't just seen as a veil for the biggest Bollywood actors who have led the way for such male masculinity on the silver screen. The everyday man of India wears eye defining dyes and paints, especially when matrimonial armoury is required.

It's a massive cultural nuance for Grooms to apply eyeliner and mascara as part of their wedding day dress. Traditionally applied by your sister in law (my own has been waiting years to do this and the wait continues!) to ward off evil spirts and just to look smokin' hot!

#### Bloggers

A growing number of Male makeup bloggers and vloggers from across Europe, USA and India are challenging the gender norms of the cosmetics industry. All influencing major brands including Tom Ford, MAC Cosmetics and Clinique to launch male or unisex product lines with smaller male focused independent brands evolving too. The pace within this market segment continues to increase exponentially, especially as gender fluidity continues to cultivate amongst millennials.





Asos, the UK based online fashion retailer, has over 750,000 Facebook views with its 'How to do natural makeup for men' video guide. These numbers continue to rise into the millions with vloggers such as Jake Jamie 'The Beauty Boy', Wayne Goss and Bretman Rock et al. who all influence a very open minded and self-expressive generation of men.

So is Men's make-up here to stay? It never actually went away in the first place.

#### Credits

Cosmetics Supplier for Photoshoot: MMUK MAN

www.mensmake-up.co.uk

@MMUK man

Royal Cosmetics

https://www.royalcosmetics.co.uk

@royal\_cosmetics

o @ravisagoogram



# Cosmoprof Launch

#### by Cosmoprof Team

The Sarah Star Hotel in Mumbai was the September setting for a glamourous and cutting-edge event which saw the Indian and Global beauty companies UBM India and BolognaFiere join forces to forge a new exciting collaborative working partnership with the launch of the inaugural edition Cosmoprof India.

With a successful track history of signature trade shows in Bologna, Las Vegas and Hong Kong which collectively involve over 370,000 professionals and 7,000 companies from across the World, the Cosmoprof platform has now ventured into India which is a dynamic and growing economic market for the beauty sector.

With 122 companies in attendance both from local and global markets, Cosmoprof India represents a brand new opportunity for growth and development for brands of finished products (especially in skincare, bodycare and haircare) with the leaders in raw materials and ingredients, contract manufacturing and private labels.

Speaking at the inauguration of COSMOPROF INDIA, Mr. Yogesh Mudras, Managing Director, UBM India said;

"The awareness of beauty products and treatments is at an all-time high in India owing to factors such as increasing premium on personal grooming, changes in consumption patterns and lifestyles, improved purchasing power and effective marketing of the brands.

The Indian sub-continent is keen to discover finished world-class beauty products that are now in demand among a broader base of consumers. Cosmoprof India, backed by the immense knowledge and expertise of a coveted international brand like Cosmoprof Worldwide, aims to analyse and forecast trends and developments in the Beauty and Cosmetics industry along with helping businesses prosper.

Our preview promises not only constructive, but also an informative and engaging three days. It seeks to bring immense value to beauty and cosmetics professionals in India to reap the benefits of the advantageous market in a structured manner.

Further, networking with leading international brands and suppliers, providing new industrial, service and packaging solutions is sure to help enhance local production, introducing to India innovative technologies and superior quality standards that are a requirement at the international level."

The two day Cosmoprof India launch witnessed a number of captivating presentations and features including in-depth sessions and seminars of Cosmotalks which showcased the collaborations of internationally renowned partners to Beautystreams that specialise in consulting projects and development of market lines.

Also speaking at the launch was Cinzia Barbieri, Board Member of BolognaFiere Cosmoprof and BolognaFiere Group:

"The Cosmoprof network lands in India for the first time, to maximize the business opportunities offered by the country.

"India is a fast-growing market, looking for high quality international brands, and at the same time local suppliers are emerging. Attendees will have the chance to be updated on what's new in the beauty universe, with the seminars and workshops of the Cosmotalks calendar.



Above: Cosmoprof India Key international experts and opinion leaders will share their experiences and knowledge, suggesting new processes and trends for further developing Indian cosmetics industry."

Further highlights from the event included the 'Spring/Summer 2019 Beauty Trend Forecast' where leading partners spoke on colours, textures and look inspirations for the beauty industry for the upcoming season.

Euromonitor, a highly referenced market research organisation ran a learning session under the title 'New Consumer Values and Novel Concepts in Beauty' which highlighted how consumers are turning to meaningful consumption and rewarding values such as quality, transparency, simplicity and customised experience.

With all the glitz and glamour there was also dedicated time for business opportunities and networking during the event. The preview included an International Buyer Program by Cosmoprof Worldwide Bologna that led to B2B meetings between companies, distributors, buyers, importers and suppliers from India, United Arab Emirates and South East Asia

With India becoming the next country to take on Cosmoprof. Could you be planning your next product sourcing trip to Mumbai? Will the Lash market show organic or exponential growth in this new market?

Watch this space for future updates on beauty in India.



Featured Lash Artist - Ilona Knap

# Reader Gallery







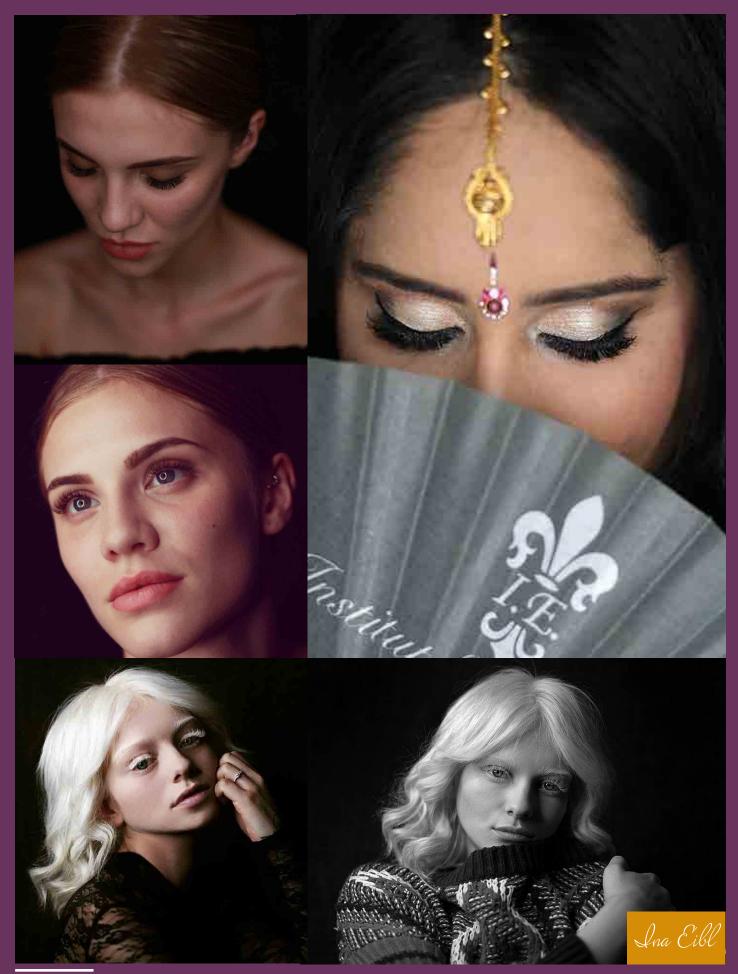


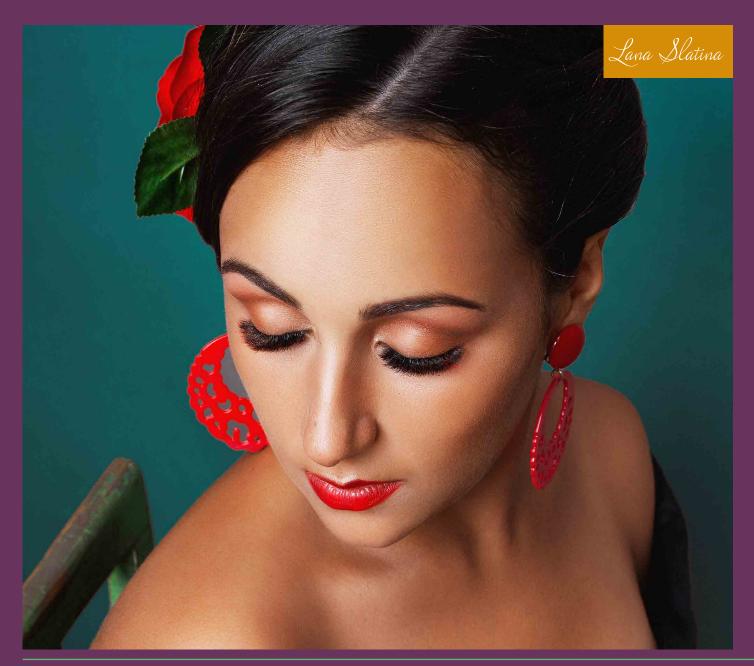






Lashes - 34









## Dealing with Sensitivity in the Workplace



**by Ellie Malmin**Expert Lashologist™

Last quarter we addressed dealing with sensitivity issues before they occur by recognizing signs and indicators that a client may have sensitivity due to environment or cosmetics used. Methods to help us C.E.T (pronounced set up for lashes the proper consultation) and how to recognize lid sensitivity comparing to the stop light method.

While recognizing sensitivity issues surrounding the lash application process is of critical importance to a successful lash artist and their business, it isn't the only matter that a lash artist or business owner will be faced with over time. Two of the other areas of sensitivity that can present a whole host of problems are dealing with difficult clients and dealing with difficult employees.

#### **Difficult Clients**

Every lash artist and/or business owner could be faced with clients that demonstrate a lack of respect for your time, your hygiene and care standards or that they just can't make happy. In all three cases, it may be in the best interest of the service provider to tactfully break the business relationship that they have with a particularly difficult client. Below are some suggested examples in how you may want to deal with difficult clients:

Above: Mrs No Pleasing



## Client break up: how to get rid of that nightmare client

#### Lack of Respect for Your Time -Mrs No Respect

"I understand that it can be difficult at times to keep a scheduled appointment, I feel I put you under a lot of stress because I need you to always be on time and not to reschedule or cancel at the last minute. I value you as a client, but I think its best you find a closer place or someone that is not as busy as me, so they can accommodate your needs better."

If she insists she will be a good client. Respond with: ""I want the best for you, but I cannot accommodate continually trying to rearrange my client base and their busy schedules based on your frequent tardiness. It affects me doing my best for you and I only want the best for you." (Be prepared to give her a new place to go.)

"I have found a place closer to you, she is great, here is her number please call her for your next appointment".

#### Poor Hygiene and Care Standards -Mrs Poor Hygiene

"Do you remember me explaining to you the importance of coming to each appointment with clean lashes. Keeping your lashes clean will help your extensions hold up longer?"

Listen for her response, agreeing with her: "I understand, but your lashes don't and I am afraid this can cause lash damage. Healthy lashes are something I take great pride in and clients with proper eyelash hygiene have healthy lashes. What happens when you don't practice good lash and eye hygiene is a build-up of oil, dirt and bacteria. Resulting in damage to your natural lashes and could cause lash loss of your natural lashes. Attaching extensions to unclean lashes will result in poor bonding which means they will fall off easily...

Below: Mrs Poor Hygiene "The other issue is I am having to spend so much time cleaning your lashes that I cannot fill them as full as I would like".

"So, at this point I have no other choice but to remove your extensions and advise you not to have lash extensions put back on until they return to a more natural and healthy state, this will take approximately three months. If you choose to go somewhere else I understand. I am only doing this for your own good."

Stay firm with this. Make sure you have told her at least 2 times she is causing damage and if she keeps coming like this you will have no choice but to give her a break.

#### You Can't Make Them Happy -Mrs No Pleasing

"I really feel so bad that I have such a hard time fulfilling your needs" (not full enough, not long enough, not getting your eyes balanced, of not making you happy, leaving and getting home and not being satisfied).

"I want you to be happy; I pride myself on doing great work, making people look good and feeling great about their lashes. If I am unable to do that, I feel that you should try someone else for your next appointment and here are some recommendations"

Again, as with the other types of difficult clients, you must be firm if you believe it is in both your best interest and theirs to part ways; you can suggest another lash artist or business that they may try to see if they are better suited to meet their needs. If she insists that she really is happy:

"I know your saying that now, but I feel it's best for you to give someone else a try."

Don't give in.





## Lights, Camera, Action

The Celebrity Effect on Lash Extensions

by Zachary Falb Novalash

The first step to looking more alert, youthful and beautiful are lash extensions. Not only do they transform a face but they save time and are so easy to maintain. Gone are the days of wearing mascara or applying strip lashes – the new norm are luscious lash extensions. The trend of enhancing the lashes started with the silver screen many decades ago. It's no wonder celebrity lash trends are still filtering down to the requests of lash loving customers.

Hollywood and celebrities have taken note of the biggest beauty trend for the 21st century.

Since the early-mid 2000's lash extensions have been gaining popularity. Advancements in technology have prolonged the retention and health and safety of the lash industry. Now it's impossible to walk into a room of women and find someone without eyelash extensions. Women of all ages love lashes because they save them time and effort in the morning plus provide instant youthfulness. Your eyes are the first thing someone looks at when they meet you; why not give them a glamourous first impression?!

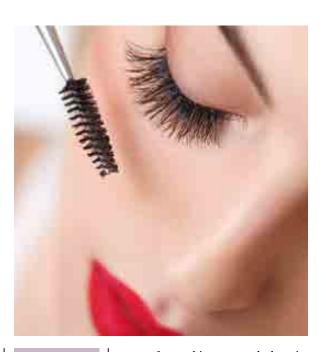
It's not by coincidence that Hollywood stars desire lash extensions that give them a striking appearance. But there is a secret to the success of celebrity lashes — customization. No two celebrities want to look exactly alike so creating a custom set of eyelash extensions for each important client is a must. Whether they are stepping out onto the red carpet, catching a flight, appearing on TV or snapping a selfie — celebrity lashes need to make a statement for themselves and also have a look named after them.

I have seen for myself the downfall of providing a set of lashes based on a desired look – the cat eye, the doll eye, the now popular Kim K...these looks might not fit all eye and face shapes. It is crucial that a lash artist is trained

in the art of lash customization and reading the clients' eye and face shape before picking a lash look for their client. Providing the wrong look for a client can cause the eyes to look too wide apart, the eyes look too open or the face look out of proportion with the eyes. Finally, adding too much length, drama or a dramatic curl doesn't always work with the facial feature of the client. Providing a full consultation prior to the application will ensure your clients walk away with a set of lashes that is truly paparazzi worthy.

People look to Hollywood as an influence for their own personal style aspirations. The newest beauty or fashion trend always starts from a celebrity and works their way down into mainstream society. Whilst a lash artist always battles with recommending what will look best on their clients eyes, celebrities will always be the deciding factor to what a client is asking for. Have you ever heard someone say they want a hairstyle like this celebrity or that celebrity? Now the same is happening for lash styles!

As Hollywood and celebrities continue to offer beauty professionals a challenge to replicate, we must be prepared for the task. Have multiple celebrity lash looks on hand to offer suggestions if the clients first wish is something that isn't suitable for their face or eye shape. Have looks that relate to wide set eyes, close together eyes, hooded eyelids, protruding eyes, round faces, long faces,



square faces...this way as a lash artist you can provide a look that will make your client look better! Find celebrities that have the mentioned facial features and name the lash look after them. That way it connects the style to a celebrity, making the client think they are receiving the lash look from that star.

While celebrities might come and go in and out of fashion, eyelash extensions will be here to stay. When a popular new star steps out with a wink worthy new look, create a set based off that person. If a celebrity falls out of fashion and you were using their name as a lash style, find a new celebrity to represent that look. Lash artists are the key to feeling beautiful, within the short time of a lash nap, your clients wake up confident, fresh and ready to take on the world feeling like a celebrity themselves!

**NOVALASH** 



## Have you ever thought about Eyebrow Lamination?

by Helena Derheim
My Lamination trainer

Lash lifting and lash lamination are extremely fashionable and have therefore become a standard in beauty salons the world all over. But have you ever thought about eyebrow lamination?

This new method offers a variety of options allowing stubborn and jutting hair to be tamed and styled, whilst at the same time allowing small gaps to be filled in. Just as with lash-lamination, the treatment will make the hair look alluring and healthy.

The procedure itself requires three different lotions and you have the option of tinting or adding Vitamin Lash Botox for an even more glamorous style. The eyebrows are shaped with glue instead of silicon pads which allows a more natural look, but It's crucial that the hair in the front part of the eyebrows is not pressed too closely to the skin.

By shaping the hair, it is possible to change its direction, fill in gaps and correct asymmetries. As soon as you are happy with the outline, apply the different lotions – just as in lash lifting. After this step you can tint the brows. Please do not use henna in order to avoid allergic reactions. To gain an even more brilliant result, I recommend using Vitamin Lash Botox, which contains 14 different ingredients ensuring that the hair gets restored from the inside. These include different oils (e.g. arga and macadamia oils), herbal collagen and glycerine, hyaluronic acid, panthenol and many more.

The third lotion is used for cleansing, but also extends to nurture and protect the hair.

The result: Beautiful eyebrows for several weeks.

Try it now!

Above: after

Right: before

Right: with glue









Eyelash extensions are currently one of the fastest growing fashion trends in the beauty industry. A much desired and sought after treatment amongst brides, models, celebrities and whoever takes a good care of their looks .

Eyelash Extensions provide you with an effortless flawless look 24/7 and they don't seem to be going away anytime soon or ever. All through in the past and even now in the present day, we have been taught to tell our clients "absolutely NO makeup on your eyes, especially eyeliners".

Not many girls and women can image their lives without makeup, can you?

When you have eyelash extensions on many do leave makeup on the side, however there is another group of people who go that extra mile in creating that perfect flawless look. And that means using makeup. So what about MUA's, who's everyday life, is makeup? Have you seen influencers/celebrities or even housewives going to party without at least foundation on? Instead of telling them 'NO', let's teach your clients how to take care of their lash extensions and how properly remove make up.

Now, you have to be very careful of what to use together with lash extensions as many products on the market will not be suitable and might damage the lashes or cause infections or even worse blepharitis, if make-up is left on longer than it should be. And please admit that if have you had one or two clients, where you can see a few days' worth of make-up is still left on, grrrr ....

However, if to question whether or not to wear makeup with lash extensions the answer is – Yes, you can! With that come some simple rules; use the Lash extension safe cleansers and clean at the end of the day, not just around the eyes, but go through lashes with the brush, as make up residue sits there.

The exciting news is now there are makeup products being developed to be safely compatible with extensions. We are learning more about the way ingredients work and interact with each other as well as with the natural lash, lash growth and with lash extensions of course.

# Makeup and Lash Extensions

by Loreta Jasilionyte

More and more products are being developed to be compatible with lash extensions including Flawless Lashes by Loreta eyeliner pens which are safely compatible and come in four intense and glamorous colours. The precise tip pen comes in black, brown, purple and green for an intensely alluring and ohso-glamorous eye colour. And the best part is they have the full approval of your lash extensions stylist.

Its's so cool, that it doesn't leave any sticky residue like many of liquid eyeliners, dries immediately, so no there is no danger to ruin your extensions.

Let's have some more fun and why not to earn extra dollars by reselling the correct products to your beloved customers.



## Hanna's Story

#### by London Lash Pro

Hanna Putjato grew up in Minsk, Belarus. The beauty entrepreneur started her journey rather boringly whilst studying Banking at the College of Finance and Economics in her home country.

Like many Europeans, Hanna decided to come to the UK for more opportunity. With no English skills whatsoever, Hanna started working as a packer for minimum wage at a bandage factory in a small town in the North West of England called Bolton.

After a lonely start to life in England, Hanna made the decision to learn the language as quickly as possible. Starting a new job in a nearby restaurant and also enrolling on a beauty therapy course at Bolton College, Hanna grasped the opportunity to develop her language skills.

During the beauty therapy course, Hanna participated in the 'eyelash extensions application' module, for which she discovered she had a passion. Embracing this new love for eyelash extensions, Hanna decided to apply for her first job in the beauty industry, working as an eyelash technician. Struggling to apply 10 lashes an hour never mind a full set in two hours, Hanna received many complaints.

But within just two months of working in the salon, Hanna had her first returning customer, then another and soon became the most booked up beautician in the salon! This led to Hanna making the decision that she wanted to work for herself. Renting a room in a local beauty salon in Bolton, she started to actively promote her own eyelash extensions business.

In just a few short months Hanna was completely booked up and had established a comfortable regular income.



Hanna had already tasted success and was hungry to achieve more, so the next step of her journey would see her travel to England's bustling capital, London.

The first step was renting a room in a budget hairdresser's salon in the East of London. The first few months she worked almost for free in order to get customers through the door, offering ridiculously low priced special offers and selling her treatments through deal websites like Groupon. It was barely enough to cover the bills, but Hanna knew that this would only be temporary.

Within a few months, Hanna was ready to fulfil her dream of working in Central London, moving again to the more luxurious borough of Knightsbridge. Hanna knew that she would lose a portion of her customer base, but confident in her ability and not afraid of starting from scratch, she soon saw an increase in a new, higher paying clientele.

Whilst working in the Knightsbridge salon, Hanna gained her qualification in 'Russian Volume', which was hugely popular. Hanna loved taking photos of her volume sets and began posting them on her social media platforms. In almost no time at all, other lash technicians began to approach her, asking if she would teach them 'Russian Volume' and so Hanna started to research on how to become a trainer. Hanna applied to the already recognised beauty training academy but was rejected by all of the training providers at the time, who told her they were not in need of any additional trainers.

This was extremely upsetting, but it was not going to stop her. Deciding that the only other choice was to create her own courses, within 3 months she had completed a teacher-training course, written her own training manuals and had her training courses accredited with the Beauty Guild.

Hanna wanted to give her students a variety of products in her training kits to make sure they had everything they would need to begin their career as an eyelash technician. Buying lots of products for a single kit from big lash brands full price was too expensive and after a lot of careful consideration, Hanna took a risk of borrowing over £8,000 to invest in sourcing eyelash products and tools. She tested the equipment and finding the quality to be to her liking, used them to build her kits. The rest, as they say, is history!

But that was just the beginning of a big journey! Hanna became busy with training courses, as well as maintaining her busy schedule as a lash technician. Using her products in the salon and giving them to students in her kits.

During this time Hanna also started to sell them on Ebay. She was putting in a full day of lash appointments after which she would return home to pack orders received on eBay that day, then the next morning at 8am Hanna was in the Post Office queue to send the parcels out. When she had finished packing the day's orders, she started to build the first London Lash website - then called Lady Lash.

It was a difficult and challenging time and she certainly needed some help! Wanting to step away from lash extension treatments in order to concentrate more on providing trainings and selling products, Hanna moved to a bigger salon in Victoria, Central London and hired her first member of staff. After a few months, she had four lash technicians working for her, and began to concentrate solely on training and retail.

In the following months, Hanna saw a dramatic improvement in her brand she soon branded the products with Lady Lash (which was soon rebranded to London Lash Professional) and Hanna's growing popularity alongside that of her brand meant she was invited to judge eyelash competitions and

speaks at professional lash conferences all over the world.

Visiting lash competitions all around the world as a judge inspired Hanna to organise her own eyelash extensions competition in London called 'Lash Battle'. It was the first UK eyelash extensions competition and was a very exciting event for the British eyelash extensions community. Lash Battle proved to be a great success, with participants from all over the UK and more than 20 European countries travelling to take part in Lash Battle!

From training students in the UK and overseas, judging competitions all around the world, speaking at international lash conferences and active engagement with other lash technicians' all this contributed to the growth and notoriety of London Lash. Over the three years since Hanna launched London Lash, stock has moved into bigger warehouses 4 times and the team has grown from one person to more than 30 members!

With business growing so quickly, Hanna decided to concentrate more on a managerial role, so stepped back from providing trainings herself, judging competitions and speaking at conferences, to providing occasional VIP trainings and a small number of lash events per year.

"You can't run a successful bakery and be a baker at the same time. In order to run a successful business you need to concentrate on managing the business, instead of working in the business. Otherwise you are not a business owner, you are just an employee of your business" – Hanna Putjato

Over the past few years London Lash became one of the industry leaders. With this constant growth, London Lash has welcomed distributors in ten European countries. In the coming months, Hanna and her team plan to expand this further throughout Europe, Asia and the USA.

# The Ultimate OSCAR® Raising the Lash Standard by Leanne Harber

by Lealine Ha

Ultimate

Currently, we are struggling with standards and regulations within our sector of eyelashes and the industry as a whole. We are witnessing bad work, clients lashes being damaged, students being poorly taught which in-turn damages our reputation as a whole as a Lash Artist or a Training Provider.

So what can an OSCAR© Accreditation do for us?

I believe it will raise the bar in high standard setting for you all to follow and obtain recognition of your work and abilities to carry them out.

So, let me put it another way, when we are looking for a builder or tradesman, we make sure they are licensed/Corgi registered and have a browse online for reviews on 'check a trade'. We use similar methodology for our leisure time when we seek out a great restaurant by looking at star guides for reviews and ratings.

Well, this is the same if you have an OSCAR© in your field. Then Clients and Students alike will know you're the best and would rather go to you than to someone who is not nationally recognised as competent and look you up a National Register.

Having been awarded the non-construction sector privilege in spearheading the roll out of cross sector curriculums, Claire Moffatt-Lonsdale of Profile in conjunction with Neil Whitfield, both like-minded and passionate about skills development & deployment, joined forces to extend his Construction Sector OSCAR© solution to the 'rest of the world' – well, it has arrived with Ultimate, and we are honoured to represent the whole of our Industry.

This unique method of accreditation and recognising outstanding skill sets, Ultimate is leading the way by working together as Venture Guardians of the Standard in Health and Wellbeing.

We are able to extend this methodology within the UK and Internationally. Believing there to be a 'gap' or shortfall between academic qualifications (NVQ's, VT's, QCF's etc.) this new form of accreditation allows the dots to join in enabling candidates to shout out to the rest of the world:

"Hey!! I'm brilliant at this"!!

In the past it may have been difficult for really talented individuals to achieve recognition for all sorts of reasons.

#### This included:

- The lack of affordability to attain One or the other or none at all
- ••• The Lack of opportunity Nothing that matched the job/skill in hand De-motivational and cumbersome paths to attainment
- Traditional qualifications not keeping up with new products and services
- The lack of these 'awards' by no stretch of reality means that our people cannot do the job in hand to a high standard, yet, leaving those with highly competent skill sets without a standard benchmark of a 'certificate' out of the 'limelight'.

#### So how did we do it?

We worked together on the basis of pulling the zillions of curriculums together in devising 4 generic focus Guardians to accommodate: Construction > Technology > Health & Wellbeing > Professional Management.

We needed already established, forward thinking movers, groovers & culture shakers who are UK and Internationally recognised providers to pick up the gauntlets and spearhead being the first of these 'guardian' AC's (Approved Centres)

We needed a slick, fully inclusive communication process, digitised 'paperwork' – simplified to the extent that 'no training is required' for Candidates, Companies, Assessors & Providers, with zero Tech barriers, including hardware.

We needed a mechanism to tell the world, unfettered, tamper free, without dispute, who, what in, where, when, which individuals gained their OSCAR© – thus without question, speeding up the recruitment, development, sales and growth paths for key decision makers and end consumers.

Be the first and join us in our baby steps in bringing back and drumming up motivational drivers and going to work to live AND ENJOY IT and not to live to work – bah humbug stuff!

To gain an OSCAR© you need to demonstrate and pass a set of criteria within a working environment, your knowledge and ability will be assessed within your chosen treatment.

Ultimate standards are high, so you will have to work hard to obtain the OSCAR© thus raising our standards



and pushing these cowboys, tech and trainers out or it could encourage them actually step up.

Every consideration is being made for Equality of Opportunity - so it doesn't matter whether you work in your bedroom or have a plush salon, along as you meet the criteria and pass the assessment - If you can do it, prove it, OSCAR© it!

To be eligible for an OSCAR© you will need proof of residence, certification in your chosen field i.e. lash lift, classic, volume, trainer and proof of insurance. If you have all of these then all you have to do is to undertake your live assessment and show us what you are made of!!

Ultimate is only offering an OSCAR© in the lash industry, coming soon will be other sectors such as brows, nails, hair and all beauty treatments.

I am very excited about this and I have worked extremely hard to get it right and to help you all. If you want to join Ultimate in raising the bar in our amazing industry and you want the lash version of a Michelin star please email me with all your questions or complete our quick enquiry form here and I will get back to you.

We are also looking to set up satellite AC's (Approved Centres) around the globe - so if you want the OSCAR© in your Country simply ask.

Remember "it's not what you know, it's what you do with what you know that counts" - If you can do it, prove it and OSCAR© it!

Don't be shy, we know you want to shine get in touch here.



Senior Journalist

One of the biggest statements I hear from my students and lash artists today is that they struggle with pricing. What they feel they want to charge ends up in fear taking over. You are afraid that it will deter clients away to have a higher price tag in place.

Please don't compare yourself with the lash salon down the street that is charging possibly half of your pricing structure. There are clients for every type of lash artist; there is enough business to go around. Plus do you really want to have every single possible lash client who may not value your work and time?

It is what you feel you are worth. Ask yourself these questions:

- Have you taken the time and money to educate yourself, advance in your skills?
- Do you care about using quality products for the safety of your client's lashes?
- Do you have quality clients that you know, feel and appreciate you?
- When you see the transformation 4. of lash art you have created before your eyes, is it rewarding to you?
- Do you love what you do?

If you answered YES to any of these questions then maybe it's time to know your worth!

If you increase your pricing structure and are confident in your skills, then clients will come. Leading you attract the type of clients that won't have an issue paying your prices and be happy to do so.

If your thought process includes comparing your business to others in your area or competing against the likes of Groupon, then you must stop such thoughts.

The focus must be; What type of client are you looking to attract? Someone seeking the cheapest deals? Or do you want a client seeking quality that they won't mind paying your prices because they seek and value quality and know the difference?

Of course most people today look for the best deal, but do you want your lash business known for the best lowest pricing or the best highest quality work? You have to set the bar high for your clients, if that is the type of service you want to provide.

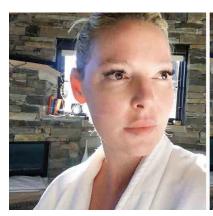
If you are a lash artist who has taken the time and money to advance in your craft, then that tells you, you are worth every penny so set yourself on a higher level and your clients will follow.

Reward yourself with clients who value quality just like you do!

## Top Trends in follywood

by Kim Jaynes

Founder at Borboleta Beauty





Left: Katherine Heigl

Beauty trends often originate from within Hollywood. What are the stars wearing and how are they wearing it? One of the prevalent lash trends we're seeing is lots of texture lashing for the stars.

Personally, I've always enjoyed checking out the latest products that the stars are highlighting. I never thought that a product I've worked to build would be featured by an Emmy-winning actress. One of the craziest and coolest milestones that I've ever experienced with Borboleta Beauty is meeting and introducing Katherine Heigl to the Borboleta Beauty brand and products.

"I wasn't expecting such a monumental shift in my self-confidence or my beauty perspective, but monumental shift is what I got. Having these thick, gorgeous, dark lashes has given me and my look just enough extra OOMPH to bring me my groove back." – Katherine Heigl

One of the fantastic things about lashes? It's customized for each unique eye and face shape! Let's take a look at some celebrities and their signature lash looks:

#### **Lauren Conrad**

Her signature cat-eye shaped lashes and wing tip eyeliner are a staple. Achieve this look by increasing in length towards the outer corner but make sure to drop down in length at the very end to protect the natural lashes. Add eyeliner for winged tips.

#### Jessica Alba

Founder of The Honest Company, Jessica typically sports a very natural look. Use shorter lengths with the volume technique to achieve her athome to red carpet lash look.

#### Victoria Beckham

Victoria's signature smokey eye look can be achieved with the volume or mega volume technique. To create a dark lash line, add short fans throughout the lash line for a look of added density.

#### Kim Kardashian

Well known for her beauty and signature textured lashes, try a hybrid set by mixing shorter volume fans and longer classics throughout the lash line.

#### What look suits your client?

As lash artists, it's important to assess a client's natural attributes when deciding what will look best. I always advise that lash artists start every appointment with a client consultation. Talk through the client's eye shape and what options would flatter their shape the best. Some may want the long, fluffy, dramatic lashes, while others may want a more natural look. It's important to take into account what the client wants, but also to use your knowledge of blueprinting and eye shape to create the best lash look for them.

Pro Tip: Remember that adding drama to a lash look can be exciting, but it's our responsibility to use our knowledge to maintain the integrity of the natural lash by using healthy lengths and weights!





# The 24 Hour Lash Conference

Join us for the first ever 24 Hour Online Lash Conference.

Tickets are limited, book now!

Over 70 expert educators!

24 hours of non-stop Lash Learning!

Details are on our go fund me page. https://www.gofundme.com/24hr-online-lash-conference

£150 donation required for your conference access. All funds go to Multiple Schlerosis Causes.

#msawareness

# Winners Gallery



# Lash Battle 2018 Fantasy Winners Theme 'Galaxy'





## Lash Conference, España

#### by Lana Slatina

Mentor and Organiser of the International Lash and Brow Conference in Spain, Madrid



June 2018 saw the second edition of the 'International Lash and Brow Conference' take place in Madrid, Spain. This event provided a great professional platform for Spanish speaking eye lash professionals from across the globe.

In attendance were famous brands and academies from 13 different countries from across Europe and Latin America. With such a talented array of Industry movers and shakers, it provided the perfect backdrop for the very first issue of Lash Inc. (Spain) magazine to be launched during the conference.

12 speakers from 9 different countries came to share their professional experiences and trending knowledge with 90 international Spanish speaking participants. For those who were not in attendance, the opportunity to partake in and enjoy all the presentations (which were all translated in Spanish) via special Facebook group so nobody missed out! 6 hours of professional presentations video footage is still available to view at lanaslatina.com should you have missed the event for any reason.

Delegates were warmly greeted at the registration desk with huge smiles and were given a goodie-bag full of presents provided by 12 top brands from the eye lash and brow industry.

VIP sponsors had an opportunity to sell their products during coffee and lunch breaks, as well at the end of the conference.

Further conference highlights included delegates enjoying live music during breaks as well as being entertained by a comic artist playing games and taking part in fun contests which testiest their knowledge of some rather tricky professional questions.

The On-line international eye lash contest was held prior to the conference, and the 21 winners were announced at the end of the day.

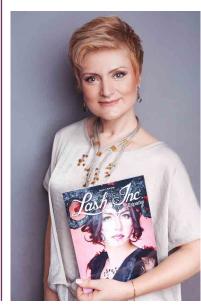
It's fair to say that the event has had an important impact on the Spanish speaking eye lash community; we have been inundated with such positive feedback, comments and gratitude from all over the world for which we are truly humbled by. So thank you!

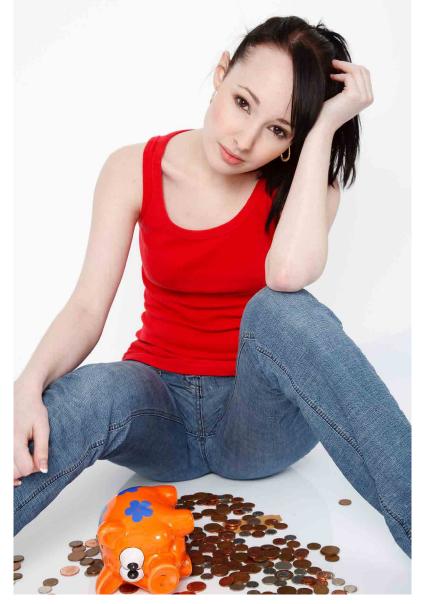
We would like to express our deepest gratitude to our dear sponsors and speakers: Left: International Lash and Brow Conference in Madrid

Right: Lana Slatina Lash Inc. (UK), Melania BRD (Argentina), Helen Eyes Concept (Italy), Lash Harmony Academy (UK), Cristina Neuza (Portugal), Ángeles Barros (Argentina), Victoria Okonkwo (Austria), Seena O'Well (Spain), Set Moosavi (Holland), Alona Lashes (Spain), Temptation Lashes (Canada), Minkys (México), Belen Coll (Argentina), Kalos Lash, Brow&Beauty (Colombia), Roxy Canty-Currie (Canada), Monica Zet (Spain), My Lamination (Italy), London Lash (UK), Noveaulashes (Spain), J.Denis (México), Glamcor (Germany), Silva Petraite (UK), Alena Skodic (Slovenia), Irina Roñite (Latvia), Natalia Nedospasova (Russia), Miranda Tarpey (UK), Irina Andreeva (Russia), Davy Rolnin (France), Alfiya Galiakberova (Spain), Jun Liu (Taiwan), Olga Dobronravova (Russia), Farrah Vitela (México), Lash Stylist magazine (Holland).

Without these people annual International Lash and Brow Conference would not be possible!!!

My warmest wishes of success to all the collaborators and participants.





## Hygiene Poverty by Beauty Banks

Toothpaste. Soap. Sanitary towels. Shower gel. Shampoo. Everyday items that you and I might take for granted. But what if you had to choose between feeding yourself, or buying period protection?

It's estimated that there are 13 million people in the UK alone, live below the poverty line. This makes buying these essentials difficult, or even impossible!

That's where Beauty Banks come in to play. Founded by journalist Sali Hughes and PR Director Jo Jones, the non-profit initiative aims to provide hygiene and grooming products alongside existing food and clothing banks throughout the UK.

In the same way you would donate tins of soup to a food bank, Beauty Banks need you to donate unopened toiletries and beauty products. You could have a clear out of products from your bathroom cabinet; or chuck in an extra pack of sanitary pads/tube of toothpaste into your basket next time your shopping.

Get your colleagues involved, your clients, friends and family. Once you have a decent stash, package up and send in bulk to ...

Beauty Banks, c/o Jo Jones, The Communications Store, 2 Kensington Square, London, W8 5EP

If you are not in the UK, just Google 'Beauty Banks and your country' to get a list of banks in your area. Or you can also donate to your local homeless shelter.

(NB: You can't send solvents to beauty banks - so skip the nail varnish, hair spray and perfume).

You can also visit Beauty Banks Amazon wishlist and have some items sent directly from Amazon to them. "Doing our little bit for this cause is something we wholeheartedly support at Lash Inc. I was brought up in one of the poorest areas in the UK. One of my memories from being a young girl was helping my friend's older sister cut coupons from old magazines and newspapers she had collected from neighbours to get coupons for free samples of tampons. Her parents could not afford to buy them for her. That afternoon at her home I learned a lot about periods and poverty. We worked for hours cutting as many coupons as we could find. As an 8-year-old I was worrying that when I needed to get period protection would my parents be able to afford it?"

Louise Tierney (Lash Inc CEO)



## The NALA Awards Gala

cand Conference



by Emily Lee

#### Part 1 - The Conference

In May, the National Association of Lash Artists (NALA) hosted its first annual conference and awards gala. Delegates, presenters and sponsors came from all around the globe to the Springhill Suites by Marriott in Vaughan, just north of Toronto, Canada to learn, network and create lasting relationships.

The fun started early for NALA Members with a members-only VIP Cocktail Party on the evening of May 4. It was a cosy event included a hosted bar and with many of the conference speakers, sponsors, and of course, the VIP NALA members in attendance. Tasty hors d'oeuvres circulated the room as guests made connections, met their lash idols and took a selfie or two.

Day one of the conference started bright and early on May 5 with a hot breakfast spread in the atrium. The conference room was filled with the wafting smells of fresh coffee and savory sausages, mixed with an energetic buzz of excitement for the day to come.

In the front of the room stood a raised stage with podium and large screen, while along the perimeter, vendor tables displayed a wonderful array of lash supplies and knickknacks. In the middle of the room were several round tables, neatly draped in crisp white linens and topped off with bursting swag bags all filled with goodies and a conference workbook for each delegate.

The Dream *Team L-R*; Ethel Reddy, Bree Bainard-Verruyt, Levi Shephard, Bellwood,

Below: Pete Shephard,

with a hands-on practice of 'Volume Fanning'. After a short morning break in which you could visit some of the vendor tables, grab more coffee or get a sugar fix; Emily Lee (yours truly) took to the stage with a lecture on 'How to Win/Prepare for Competitions', followed by Otto Mitter with a 'Lash and Brow Color and Styling' talk with hands-on play time. Lunch on the first day included a variety of homemade flatbreads, several fresh salad options, grilled vegetables with a garlic lemon dressing,

The day's presenter lineup was a great

mix of lectures and hands on activities.

Hilaree Brand kicked off the morning

with a talk on 'Healthy Boundaries in

Work and Life', followed by Julia Mann

delectable chipotle maple chicken breast, parmesan crusted cod, and assorted mini pastries and cookies for dessert. After all the delegates were fed and watered, the final two speakers of the day were Laura Kaminskiene with a 'Professional Etiquette and Motivation' lecture, and Tara Walsh presenting 'Marketing 101'.

In between some of the presenters, the energetic and very animated Jessi Love would take to the stage and generously give away prizes for everything from correctly answering trivia questions, to epic dance battles including a sexy Santa Claus who makes you work to win your presents!

The conference room doors were then closed so the venue so fairies can work their magic to transform the space into the Awards Gala (which will be covered in the Part Two article).





The second day of the conference kicked off with hot breakfast in the atrium. Once again, delegates were greeted with the soothing scent of freshly brewed coffee and fluffy eggs, just what the doctor ordered after a late night of celebration and responsible debauchery!

The round tables in the conference room returned to their former crisp and white-linen glory, and once again we were greeted with a teeming swag bag. The morning line up for the second day was Kara Bubley with a talk on 'Microblading and Semi-Permanent Makeup', followed by Ellie Malmin on 'Eye Conditions and Sensitivities', then rounding off the morning with Lia Juhas with 'Being in Control of Your Business'.

Above: NALA Conference Speakers L-R; Emily Lee, Otto Mitter, Tara Walsh, Julia Mann, Courtney Buhler, Levi Shephard, Kara Bubley, Roxan Canty, Tamsen Horton, Laura Kaminskiene, Hilaree Brand, Lia Juhas.

Our post-lunch speakers were Roxan Canty presenting 'Adhesive Theory and Safety', Tamsen Horton on 'Lashing Legally' and Courtney Buhler lecturing on 'Instagram'. Between speakers, we saw our sexy Santa, Jessi Love remerge with more goodies to hand out with even tougher skill-testing questions. The day wrapped with some heartfelt thank you's, more photo ops, and in my case, some more shopping at the vendor tables!

What a whirlwind of a weekend! There were plenty of laughs, a few tears, some triumphs, new relationships born and best of all, a plethora of education gained which is a priceless investment in yourself that will last a lifetime and pay in dividends.

The next NALA Awards Gala and Conference will be May 5/6, 2019 in Edmonton, Alberta.

For NALA Gala information: www. nalagala.com For multi-media coverage of your event: www. BeautyProMedia.com

Emily Lee is an Award-winning Esthetician and Lash Professional from Vancouver, Canada. She is an International Judge and Educator, Competition Consultant, and a Freelance Multi-Media Journalist. Emily believes in being integrous, uplifting, fun, passionate, and most importantly, she believes in being the change.

All Photos by Liight Photography.

## The Looks inful Lashes exploring styles through the ages 1940-today



by Michelle Rath Sinful Lashes

The Looks – Sinful Lashes Today's lash styles vary from country to cities to each artist. Forget about the rules of the past, today anything goes in lash styling. Sinful Lashes has three divisions that give us a unique perspective in Los Angeles California.

We have our Lash Academy, where we have trained and certified more than 1,000 lash artists, our online store which features our line of luxury lash products and our Salon where we meet and talk to 100's of local artists monthly and where we see about 150 clients a week.

This helps us keep our pulse of what styles are trending in our multi-cultural city. We are seeing a shift in what clients are asking for. In previous years it was "more is better" and now numerous clients are asking for shorter and wispy lashes. We added hybrid lashes to our menu 5 months ago and find that more than 50% of clients ask for this style.

For this edition we wanted to explore lash styles and trends from the 1940's through today's modern woman.



Right: 1940's





1940's started the Golden Age of Hollywood Starlets. False lashes became a staple for women. This was also when we were introduced to the Femme Fatale, the seductress. The look: strong Brows, bold lips, chiseled cheeks. Lashes were also bold and we used Sinful Lashes L Curl in .03 and .07 9-10-11-12-13-12-11 to create drama.

Lashes By Michelle Rath Model and MUA by Julia Vedeshkina Hair Esther Vasquez Photo by Peter Rath 1950's we see the looks change a bit, a sexy Girl Next Door. This is when the true starlets were born and we were introduced to the Cat Eyeliner. Marilyn Monroe made the look infamous. Bright red lip, bold cat eyeliner and soft blush. Lashes were lighter and we used Sinful Lashes L+ Curl in .07 8-9-10-11-12-11

Lashes By Michelle Rath Model and MUA by Julia Vedeshkina Wig Esther Vasquez Photographer Peter Rath

55 - Lashes







The 1960's equals loads of lashes. The youth dominated this decade and we see a new brash look. Music was new and London set the world stage on creating a whole new sense of fashion. Short skirts, bold colors, big liner, bottom lashes and lighter lips. For this look we used Sinful Lashes CC Curl in .03 and .07 9-10-11-12-13-12-11-10 bottom lashes we used Sinful Lashes premade fans in 8 and 9mm.

Lashes by Michelle Rath Model Tatyana MUA Maria Arias Wardrobe Stylist Elizabeth Meredith Photographer Peter Rath The 1970's we see everything going neutral. Hippies, Antiestablishment, women's liberation, earthly beauty was being celebrated. Natural hair, wide jeans, feathers, barley there crop tops, and long wispy lashes. For this look we used for the first layer of lashes Sinful Lashes CC Curl in .07 9-10-11-12 top layer D Curl .05 13-14-15-16 to create a boho wispy look.

Lashes by Michelle Rath Model Dani Burlile MUA Maria Arias Wardrobe Stylist Elizabeth Meredith Photographer Peter Rath Above: left to right: 1960's, 1970's, 1980's

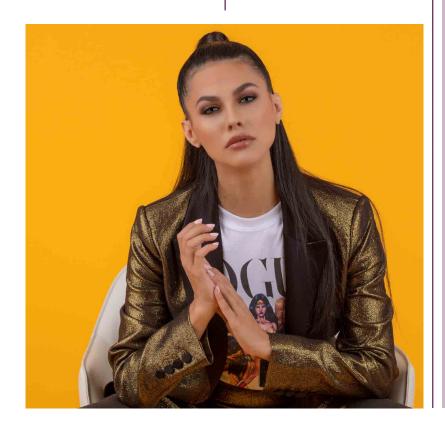
Left: Today

The 1980's we see looks going decadent in color and boldness. The more the better. Excess came back and we see disco, punk rock and women getting bold with their makeup. Vibrant blues, pinks and purples and shimmers were worn alone or together to create impact. For this look we used Sinful Lashes CC Curl .07 9-10-11-12-13-12 and we colour blocked by blending our hot pink CC Curl .07 in the peak 11-12-13 to create a bold look.

Lashes by Michelle Rath Model Andrea Debevc MUA Julia Vedeshkina Wardrobe Stylist Elizabeth Meredith Hair Vrej Nazar Photographer Peter Rath

Now! Today we have a variety in looks; the only clear trend is everything goes. In Lashes we see the trend in 2018 getting a bit more serious. Wispier, shorter and a bit lighter. Today's woman is a boss, wife, mom, housekeeper, she is Super Woman. Even our celebrities are letting their hair down on social media and showing us glimpses of what they look like on their days off, they look like us. What a relief! Our clients today need their lashes to go from Day to Night. For this look we used our Sinful Volume in CC Curl.07 8-9-10-11-12-11-10 and varied the lengths in each section of her map to give. Wispy natural look.

Lashes by Michelle Rath Model Jess Adams MUA Julia Vedeshkina Wardrobe Stylist Elizabeth Meredith Hair Vrej Nazar Photographer Peter Rath





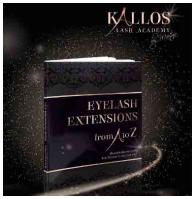
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Lash FX @lashfxglobal



A-Z of Eyelash Extensions Book @martina\_kallos\_lasheducator



Flawless Lashes by Loreta Lash foaming cleanser @flawless\_lashes\_by\_loreta



Diego Dalla PalmaLiquid gold eyeshadow @diegodallapalma\_official



Borboleta Lash Wash @borboletabeauty



Velvet Lashes by Daria Eyelashes @velvet\_lashes\_by\_daria



Chanel Male Make-up @Chanel.beauty



London Lash Chelsea Silk



Lash FXPremade fans & cleansing brushes @lashfxglobal



Society Of Lash



#### Interview

## Louise Tierney CEO

By Renáta Csuti

RC: First of all let me thank you the opportunity to become the official distributor of Lash Inc Hungary. It's a real honour for me.

LT: I knew the first time I met you that you would be perfect as an Editor for Lash Inc, I am very thankful you accepted

RC: Louise, if this was the first time I met you, how would you introduce yourself?

LT: My name is Louise Tierney, I am the editor-in-chief and owner of Lash Inc Magazine International. I started the magazine in October 2013 and the first magazine launched early 2014. Since then we have gone International with regional versions across 10 territories.

RC: How did your career begin in the Lash Industry? The story of the first and the biggest magazine in the Lash industry Lash Inc magazine

LT: I entered the industry in 2004. My inital degree was in Science and my Masters degree was in E-commerce Technology. I worked in various jobs in teaching and IT for several years before retraining in holistic therapy and then entering the beauty industry. I then begain one of Scotlands largest Beauty training academies and in 2009 I started a lash line called Glam Lash.

The lash line was developed purely because at the time there were no adhesives on the market which worked well. I worked with a manufacturer to develop a flexible adhesive. This one product took off amazingly well, It went viral and within a few months we were getting large orders from all over the world.

In 2011, I brought to market the first pre-blended semi permanent mascara called Myscara (R) . This product was very popular for several years and attracted an investor who I eventually sold the lash line to and they rebranded as My Beautiful Eyes and launched the Mylash range in the UK.

I then moved on to Lash Inc. Lash Inc was concieved at a marketing meeting on my last day working for my old company on Glam Lash. At the time there were nailmagazines, tanning magazines, make up magazines but no eyelash magazines. I had a feeling that the market was ready for it and that it would work and after leaving the marketing meeting I went to the train station. As soon as I got on the train I set up my laptop. Lash Inc was the name that popped into my head and I did some research to see if it had a trademark a domain etc.. There was no trademark so I decided to apply for it. By the end of my 4 hour train journey to Glasgow in Scotland. I had registered a domain name, applied for the trademark emailed some of my contacts and got my first advertiser. Lash Inc was born that day.



Above: Louise Tierney, CEO Lash Inc RC: Where do you see the Lash Industry 5years from now?

LT: When I think 5 years from now I visualise the Lash Industry being just as popular as the Nail Industry. With Lash Bars common place and I'm having your lashes done will be as common place as I'm having my nails done or going for a haircut.

RC: What makes you happy outside of work?

LT: I love to spend time with my family (My son, boyfriend and parents). I love nights in getting cosy and just relaxing. I also love to visit new places and thankfully due to the nature of my job I have visited some lovely places including Hungary for your contest. I loved my time in Budapest and Iook forward to returning.

RC: Do you have a motto?

LT: There is no such thing as failure only learning.



## Oscars Winners



2D3D Light Volume Expert 1st place Sanne Gilbers



2D3D Light Volume Junior 1st place Ilse Koetsier



Classic Look Expert 1st place Ianni Frederiksen



- 2D3D Light Volume Master 1st place Anastasija Nikulina



Classic Look Master 1st place Klaudia Wazna



Mega Volume Expert 1st place Danuta Bialel



Lash Lift Expert 1st place Sanne Gilbers



Fantasy-Lash Art Expert 1st place Eenink Romanenkova



Fantasy-Lash Art Master 1st place Meri Antonic



Lash Lift Master 1st place Olga Kloc



Nude Look Expert 1st place Diana Prangl



Nude Look Master 1st place Ilona Knap



Mega Volume Junior 1st place Tran Phuong Anh



Mega Volume Master 1st place



Lash Lift Junior 1st place Malgorzata Hardek

## BEAUTY INDUSTRY APPROVAL

Beauty Industry Approval is an accreditation company for the hair & beauty industry.

We offer accreditation & online training to anyone who would like to teach their own hair and beauty courses.



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## THE MALTING HOUSE



price lists and promotional material



certificates and engraved trophies



exhibitions and trade fairs

#### The Malting House Design Studio is delighted to be working with the team at Lash Inc Magazine

We provide compelling and memorable branding and graphic design solutions for all your business and event needs, including print and digital design for promotional material, trade fairs, conferences and awards.

distilling distinctive design











#### @LashInc

Following

1,396 posts 25.9k followers 1,545 following Lash Inc. Instagram is where it's at these days. Get some **#Lashspiration** from our handpicked **#LashArtist** feeds. www.lashinc.com



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@lashwithpurpose



@mel\_s\_studio

## Behind the scenes

Eyelash Emporium Team

At The Eyelash Emporium, we live lashes. Show-stopping, eyepopping, jaw-dropping lashes. Born backstage at Pinewood Studios, we're lash specialists; leading our field, consistently raising the bar, and listening to the needs of both our customers and their clients.

Originating in the prestigious hub of the UK film industry, we are used to providing celebrities and make-up artists with faultless lashes. With high definition filming, the demand for excellence in front of the camera means that we must exercise stringent quality control over all the products in our range – only the best will do when shooting that close-up.

#### A whole new cast

Premiering with a new look and management team in late 2015, our main focus is to deliver industry-leading, elite lash artists through our award-winning training and provide best-in-class products. After all, every great lash artist needs only the best tools.

At The Eyelash Emporium we are all lash extension artists ourselves, and what we want from our products is simple: long-lasting, high-performance but affordable.

## Award winning training

When it comes to your eyes, your lash artist needs to be a confident trained expert. That's why we run the most rigorous training course in the country. We are confident in our award-winning team of technicians and the industry-leading training we've given them. We want everyone to love our lashes, so we give our technicians and clients the support they need, for however long they need. Everyone who answers our phones is a qualified lash artist who's ready to help.

We're proud winners of Best Supplier Specific Training in the Guild Awards for four years. Each of our educators and head office team work tirelessly to provide the highest level of training and support to students – so we are thrilled that this has been recognised.

#### Meet the team

Our award-winning education feat would be impossible without the backing of our elite team of educators, so meet them for yourself...

#### Amber Ivison Education Manager

Amber heads up our education team and has worked within the beauty industry for the last eleven years, specialising in education and sales.

She brings a huge wealth of knowledge, having supported various parts of our business globally and within the U.K.

Amber's ambition is to develop new education and to continue to support The Eyelash Emporium awarding education and team throughout the world.

She really does live and breathe outstanding education, her main driver is to support her students and team towards their ultimate goal.

"I work closely with a dedicated and highly knowledgeable team on a day to day basis who I can call my work family. They help me use my passion and drive to achieve my goal – to really inspire students past, present and future to be the best they can be"

Right (from top): Amber Ivison, Sonia Gapper, Danielle Hamnett







## THE EYELASH EMPORIUM" Roll Carrera, Cue Lashes!

#### Sonia Gapper **Brand Educator**

Having previously worked within marketing for a global company, Sonia decided to follow her dreams and retrain within the beauty industry. Realising the demand and upcoming trend for eyelash extensions within the industry, her lash journey started. Sonia now sets the standard for our training, running our train the trainer courses both in the UK and internationally.

"I wanted to teach eyelash extensions to help others achieve a dream like I did. I know how frustrating it can be as it didn't come naturally to me, but I have so much passion for this treatment and have gained lots of knowledge and experience throughout the years that I wanted to be able to pass this on to others."

#### **Danielle Hamnett Brand Educator**

Danielle got into lashing while at university and quickly realised she could build her own business that she was in control of, where she was able to create a balance with her home life and university work, working hours that suited her. Obsessed with new product innovation and constantly searching for new trends, as well as training for us, Danielle is heavily involved in product testing.

"Education around lashes has progressed so much over the last few years. I specifically enjoy the science behind the ongoing innovation and decided this was something I wanted to become involved in. My advice to anyone looking to take a course in lashes would be, practice makes perfect. When learning a new skill it may be difficult to start with but only through practice and patience will you develop to a standard you're happy with."

#### Joanne McGovern **Brand Educator**

Jo has been a beauty therapist for over 12 years and has been specialising in lashes for 10 years. Her relaxed but informative teaching style means she's a big hit with her students at both her Northants and Birmingham venues.

"I love lashes and creating all different looks as it is a treatment that people get "hooked" on and there an instant wow factor. The key to a fab set is the wonder of people not knowing if you are using a good mascara or have extensions!"

Recent expansion of our training venues across the UK, means we have two new additions to our elite team.

#### Jessica Hillyard **Brand Educator**

Specialising in lash extensions since 2016, Jess has developed a strong client base for eyelashes. She has also created a following of successful students who have passed their lash certifications with her guidance.

"I'm so excited for the exciting times ahead with The Eyelash Emporium. I believe my passion for the lash industry is reflected in the standard of my own and my students work. There is nothing more satisfying than supporting someone to achieve the best they can."

#### **Anne Perry Brand Educator**

Anne has been lashing for over 8 years and has been teaching for 5.

"Working with The Eyelash Emporium is a dream come true. I am passionate about lashes, I love the way they make people feel, and I relish the challenge of a fresh set!"

Nikki Huebner has recently taken up the mantle of Lash Common's Vice President, USA East.

You can learn more about Lash Common at www.lashcommon.com

Right (from top): McGovern, JessicaHillyard, Anne Perry







## Social Media Marketing 1013 Growing your Online Presence for your Beauty Brand



**by Wendy Kirkham**Girlfriends Guide to Beauty

The love for beauty knows no bounds! When you're new to the game, you might get overwhelmed with competition. Fortunately, when it comes to making an online presence it's a race you can always join in and still win! But of course, like with any race, you have to prepare before running on the track, especially when it's your first time.

## Know your products by heart

When you're selling beauty products, it's not enough to have pictures and know their names. For instance, you should be well aware of the answers to the questions most customers will be asking about.

What are your lash extensions made of? What are the chemicals in the adhesive? Should I be careful who applies the eyelash extensions and should they be trained? How are the lash extensions applied? Are lash extensions okay for everyone?

This is the same when it comes to your brand. The more you know about your brand's statement, the better you can sell your products because you believe in it.

#### Make content valuable

The next step to making sure your social media campaign is a success is to focus on producing excellent content. This is what will catch your intended audience's attention. Initially, you must have high quality photos (especially for Instagram posts), and secondly interesting content. Of course, your content shouldn't be limited to pictures as you may need to involve yourself in the process to market yourself as a legit lash extension artist.

## Creating your little creative studio

Brands are twice as effective when they can relate a face to it. When you include a human touch to your posts—like doing selfies with your products or doing stories on either Facebook or IG, your subscribers will be more responsive because you come across as 'real'.

When you feel like you're ready for the camera, you must prepare a special place in your home or studio with a good background (somewhere the viewers won't see a messy cupboard or background), a good lighting set-up and quiet enough for your camera to pick up your audio recording clearly.





## Quality posts for quality responses

Whether you're posting pictures or editing videos to include in your posts, it's a must to put the extra effort into it to make sure your content's aesthetic is down pat. This is applicable especially when you're following brand guidelines. You want to keep templates of how you should craft your content.

For example: you might want to keep the photo brightness similar for all posts (aka use the same filter from here on out). This goes for the font, the style and the tone of your posts. As you take these steps to make sure you produce compelling content, you have to keep things exciting. You can include videos on lash extension application, tutorials, and even partnering with other beauty gurus who can help boost your brand by cross-posting in their own website. It's also wise to include neutral or motivational posts in your feed so that your users won't be bombarded with your need to sell. This will help to make your account a fun and lighthearted place that users will enjoy visiting.

#### Stay active

If you really want to make a name for yourself — consistency is key!

Thanks to smartphones, people are almost always guaranteed to be online 24/7. That is where the importance of scheduling comes in; it's important to do your research and find out the window for the day where your targeted users are most active online. It would be pretty useless to post awesome content if no one's going to see it, right?

Here's a quick tip: check how other beauty brands do it and find out which times people are most responsive to their posts. Take note that there will be unpredictable days that may seem like no one is responsive at all, but you have to be steadfast and resume your postings. This way, people can always scroll back and see what they've missed. Besides, the more you stay active online, the better you can stay aware of the latest online trends. You have to be in sync with the times, after all.

#### Go beyond social media marketing efforts

Truth be told, if you're aiming to master digital trade, it's not enough to just rely on social media. Assembling your own digital marketing team might be the next step if you're managing to gather a solid fanbase of loyal customers.

For one, you can setup your own website, publish your own blog post or establish your own vlog (this is effective for users who are more video-inclined and have more responses with their videos). Eventually, you can produce merchandise to further promote your brand. You can also have contests, promos, and give discounts to your products.

## Your internet fame awaits!

Connecting with your customers through the Internet is one of the highlights of the 21st century and it would be a shame not to use it to your advantage. Who knows? Maybe your road to success is but a few clicks away? Are you interested in being your own boss? Do you see yourself getting immersed in the beauty industry via the internet? Do you think social media marketing is going to be a fun career path?

Then simply get in touch and send me a message so we can discuss more opportunities!

girlfriendsguide2beauty.com

## Events Calendar

#### 2018 Events

#### October 2018

#### German Masters Lash Extensions

- Berlin
- **i** 5<sup>th</sup> 6<sup>th</sup> Oct 2018
- f /groups/863470313731582

#### Strictly Come Lashes Competition

- ⊗ Solihull
- 7<sup>th</sup> 8<sup>th</sup> Oct 2018
- ⊕ strictlycomelashes.co.uk
- f /groups/131372917392616

#### **Global Competition**

- Moldavië
- 10<sup>th</sup> 11<sup>th</sup> Oct 2018

#### Lash Agora

- Oostenrijk
- 13<sup>th</sup> 14<sup>th</sup> Oct 2018
- ⊕ lashagora.com
- f /lashagora

## Beautyprof International Congress

- 🛇 Trakai, Lithuania
- iii 19<sup>th</sup> 21<sup>st</sup> Oct 2018
- ⊕ beautyprof-congress.com/en
- f /beautyprof2018

## International Lash & PMU Competition

- ∇ietnam
- iii 23<sup>rd</sup> 24<sup>th</sup> Oct 2018

#### November 2018

#### Baltic Beauty Cup

- Riga
- iii 3<sup>rd</sup> 4<sup>th</sup> Nov 2018
- balticbeautycup.eu
- f /balticbeautycup

## International Lash Competition Poland

- Poland
- 🗎 9<sup>th</sup> 10<sup>th</sup> Nov 2018

#### Celtic Baltic Eyelash Conference

- Lithuania
- iii 16<sup>th</sup> 18<sup>th</sup> Nov 2018
- f /celticeyelashcompetition

#### International Congress Lash & Brow

- Alicante, Spain
- i 24<sup>th</sup> 25<sup>th</sup> Nov 2018
- f /groups/240847869987154/about/

#### December 2018

## World Beauty University - LASH and BROW Championship

- Online
- **≡** 25<sup>th</sup> Dec 2018
- f /worldbeautyuniversitychampionship

#### Lash Bulls 2018

- Marbella Spain
- iii Dec 2018

#### 2019 Events

#### February 2019

#### Lash Masters Conference

- Romania
- iii Feb 2019
- ⊕ lashmastersconference.com

#### March 2019

#### Simetria Beauty Congress

- Bucharest, Romania
- 🛱 15<sup>th</sup> 17<sup>th</sup> Mar 2019
- simetrialashpro.ro
- f /groups/498451290534105

#### May 2019

#### Passion Lashes

- Cancun Conference
- © Cancun, Mexico
- iii 5<sup>th</sup> 9th May 2019

#### Superyacht Lash Conference

- O London, UK
- **iii** 26<sup>th</sup> May 2019
- lashevents.co.uk/super-yacht
- f /lasheventsuk

#### September 2019

#### Lash After Dark

- O London, UK

- f /lasheventsuk

#### 2020 Events

#### February 2020

#### Lash World Cup

- Amsterdam
- iii 15<sup>th</sup> 16<sup>th</sup> Feb 2020
- ## lashworldcup.com
- f /lashworldcup



The following academies and individual training providers are accredited by Lash Inc.

Their training courses and qualifications meet all requirements for approval by our organisation.

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# Supplier Directory United Kingdom

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#### Golden Eyelashes Ltd.

**୬** +44 7522 168 750

golden-eyelashes.com

#### Lash Heaven

lashheaven.uk

#### **Lash Perfect**

+44 208 500 9028

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### LASHacademy Training & Products

☑ rachel@lashbyfrancesca.co.uk

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#### LashBase Ltd

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lashbase.co.uk

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#### My Beautiful Eyes

sales@beautyinnovator.co.uk

mybeautifuleyes.eu

#### Nouveau Lash Nouveau Beauty Group

+44 844 801 6820

nouveaubeautygroup.com

#### VZ Hair and Glamour Ltd

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wzhairandglamour.com

#### **Ireland**

#### Elite Lash Academy

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elitelash.co.uk

#### Glamour Lashes Ireland

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#### USA & Canada

#### **Angel Eyelashes**

info@angeleyelashes.com

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#### Borboleta

#### Kimberly Jaynes

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#### **Boutique Lash Company**

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#### Eve and Lash Health Institute Ellie Malmin

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#### **Hot Lashes**

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#### Lash Affair by J.Paris

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lashaffair.com

#### Lash FX

#### Jill Heijligers-Peloquin

2147 E Willis Road Gilbert, Arizona 85297

✓ order@lashfx.com

**3** 1-855-4-LASHFX

lashfx.com

#### Novalash

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**3** +1 (866) 430-1261

#### PremierLash - designer lashes™

+1 (877) 366-5274

#### RevitaLash® Cosmetics

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#### Sinful Lashes

+1 (818) 970-7151

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#### SkinCare Fundamentals

200 Parker Avenue, Rodeo, CA 94572

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scflashstore.com

#### SkynLash Academy

NJ USA

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skinlashstudio.com

#### Sugar Lash Pro

sweetsugarlashes.com

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#### Sweet Lash

377 Marshall Way N #1, Layton, UT 84041

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#### The Lashe, Inc.

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#### South Africa

#### Luscious Lashes International

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