



MASTERclass

| TIPS | TECHNIQUES | TRAINING | By Taylor Foley



GET LOW

You can apply Classic extensions in your sleep and you've mastered Volume lashes—what's next? It may be time to try your hand at lower lash extensions to add length, color and volume to the bottom lash line and create a more cohesive look. But fair warning: These extensions come with a few drawbacks, including advanced training, longer service times and possible client discomfort. Here, Lash Affair founder Jenelle Paris provides a rundown on the innovative service.

Mastering the Motions What sets this technique apart from the rest? "You're essentially applying the lashes backward," says Paris. "To make things easier, artists should flip their palettes so that the tips of the extensions are facing them." Paris also stresses the importance of adhesive control. "Using too little adhesive will cause the extensions to pop off, while using too much can leave glue visible along the lash line."

Finding the Right Fit If your client wears mascara on a daily basis or has naturally light bottom lashes, she's likely a good candidate for lower lash extensions. "Bottom lash extensions allow clients to avoid the dreaded 'raccoon eyes' that come

with wearing mascara," explains Paris. One important factor to keep in mind: clients' physical activity levels. "If clients are very active and sweating regularly, you'll need to educate them on the risk of quicker fallout," advises Paris. The good news? As long as your client uses a lash cleanser on a daily basis, her lashes should stay put.

Paying the Price Unfortunately, lower lash extensions come at a cost: Clients' eyes must be open during the service. Clients may also experience more noticeable gaps. "Since there are less lashes on the lower lash line, the gaps will look bigger as the extensions shed," admits Paris. Initial interlocking can also be an issue, depending on the client's eye shape and sleeping patterns. "If a client's eye turns down on the end, the top lashes may interlink with the bottom lashes if the extensions aren't correctly applied," she says. Service times will also increase. "Lower lash extensions will add at least an extra hour to your appointments," notes Paris. "If clients can't commit to the longer stretch, advise them to get their top lashes done one week, then their bottom lashes done the next week, then every three weeks after that."

GETTY IMAGES

Roadmap to Success

Think you can immediately start charging once you've completed your eyelash extension training? Think again. "Lashing is a skilled beauty service, so it takes time before artists are able to charge a premium price," admits Zoe Nichols, NovaLash educator and Dorset, England-based lash artist. So, how do you know if your skills are up to par? Here, Nichols offers a detailed look at the major milestones new lash artists should expect to reach 30, 60 and 90 days post training.

After 30 days

At this stage, you should start to feel comfortable with basic extension techniques. "Your muscle memory is improving and isolation is easy," Nichols explains. Speed is another telltale sign. "You should be able to create 75 percent of a full set in two hours," adds Nichols. She also stresses that since you're still perfecting your skills, you're not ready to charge.

After 60 days

At this point, your confidence and efficiency are on the rise. "You should be able to achieve 90 percent of a full set in two hours," says Nichols. She recommends focusing on any areas that are slowing you down as well as being able to achieve 100-percent separation.

After 90 days

By now, you should be able to achieve a completed set in two hours. "Your separation should be flawless and extensions should remain attached to the natural lashes until they are ready to shed," explains Nichols. The best part? You're officially ready to charge. "Your introductory rate should reflect the number of hours you've spent lashing," she says. "Keep clients informed of your progress so they'll know when to expect a price increase."

Falling behind? Don't stress! "Remember that everyone learns at a different pace," enthuses Zoe Nichols, NovaLash educator. "Keep practicing and don't give up."

LESSON PLAN

Illumino Lashes recently began offering National Association of Lash Artists (NALA) accredited Classic lash courses—the first in the United States. NALA supports the lash industry by providing regulatory guidelines, accreditation and industry awards. "Getting NALA's seal of accreditation took months of refining our Classic curriculum," says Illumino Lashes founder Soo-Jin Yang. "We had to level-up our safety information and hands-on technical training considerably. The process was tough, but we finished it knowing we offer one of the most thorough and rigorous Classic lash courses out there." Visit illuminolashes.com to get more information on upcoming class dates and locations. —Lotus Abrams



LOCATION, LOCATION

The Makeup Show, one of the country's largest trade shows for makeup professionals, is making the move from Dallas to Houston in 2019. "In 2017, Hurricane Harvey occurred just a few weeks before the show, preventing many makeup artists from attending the event," explains Shelly Taggar, owner of The Makeup Show. "This year, we wanted to show our support for the city and bring the show to them." Scheduled for March 23-24, 2019, at the Hilton Houston Post Oak hotel, the show gives makeup professionals the chance to learn from some of the leading names in the industry, shop the latest products and hone their skills with hands-on classes, demos and presentations. "Lashes are a huge part of every makeup artist's application," insists Taggar. "Since there aren't many opportunities for lash companies to showcase their products, we feature lash brands at different price points at each of our shows so artists can find the best option for their clients."

The Makeup Show will also make stops in Orlando, Florida; Chicago; Los Angeles; and New York City. To see a full list of dates or to purchase your tickets, visit themakeupshow.com.

THE MAKEUP SHOW