



# Intensify Semi-Permanent Mascara Kit



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**INTENSIFY SEMI-PERMANENT MASCARA KIT**

Intensify Semi-Permanent Mascara is perfect for those who love the look of mascara on but don't want the daily hassle of applying it. It's a great alternative to waterproof mascara and gives the perfect coat to even the most sensitive eyes. Semi-permanent mascara lasts anywhere from 10 days to up to 3 weeks and is completely maintenance-free!

**Average Time:** 20-30 Minutes

**Suggested Price:** \$75

**Products/Supplies**

- ❑ 0.33 oz. Semi-Permanent Mascara (C40002V)
- ❑ 0.17 oz. Extend Lash Sealer (C1198TV)
- ❑ 0.67 oz. Release Remover (1276TV)
- ❑ 20 pair Hydrogel Eye Pads (C1269TV)
- ❑ Heated Eyelash Curler (C34038V)
- ❑ Lint-Free Applicators
- ❑ 50 Disposable Multi-Purpose Trays (C1188TV)
- ❑ 50 Disposable Lash Combs (C1190TV)
- ❑ 100 Microfiber Brush Applicators (C1185TV)
- ❑ Air Pump (VL051)
- ❑ 25 Disposable Mascara Wands (C378T)
- ❑ Tweezers (1280TV & C1279TV)

**Additional Recommended Supplies/Products**

- ❑ VLash Gentle Foam Cleanser (C1277TV)
- ❑ Gloves

*Replacement products and supplies are available through Universal Companies.*

*Always check your state regulations to ensure that you are practicing within the scope of your license.*

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**PREPARATION**

1. Have guest remove contacts.
2. Remove all cosmetics from eye lids and surrounding areas with oil-free makeup remover. (**VLash Gentle Foam Cleanser** is recommended.) Any residual moisturizer or makeup will interfere with the application of the semi-permanent mascara.
3. Have your guest lie down in a comfortable position. Have him/her look up while you use **VLash Eye Pads** to secure the lower eyelashes. Allow upper lashes to rest on the **VLash Eye Pad**. The **Eye Pads** protect the skin of the lower eyelids and help prevent the lower eyelashes from coming into contact with the semi-permanent mascara products. Have your guest close his/her eyes while you make sure all the lashes on the upper lid are on top of the pad.

**Application of Semi-Permanent Mascara to Upper Lashes**

1. Have your guest close his/her eyes and comb the eyelashes out on both eyes.
2. Use a **Heated Eyelash Curler** to slightly curl the lashes on both eyes. Just a few seconds on each eye should be sufficient.
3. Using the **Tweezers**, separate the lashes of both eyes to make sure they are in a good position.
4. Put a small amount of the **Semi-Permanent Mascara** in one of the compartments of the **Disposable Multipurpose Tray**. Be sure to put the cap back on the mascara bottle to keep it from drying out. Once you begin applying the semi-permanent mascara, you will need to work quickly before the mascara begins to dry out. Work on just one eye at a time. The semi-permanent mascara will set up quickly.
5. Using a **Disposable Lash Comb** or a **Microfiber Brush**, apply the **Semi-Permanent Mascara** to the lashes of one eye. Apply from the base of the lashes to the tips. Cover both the top and the bottom of the lashes. You will need to work quickly because the semi-permanent mascara will dry out. Stop when the mascara begins to set up.
6. If you get little balls of mascara on the lashes, turn your applicator around and using the tip of the applicator, remove the balls.

7. If any lashes stick together, separate them while they are still damp using the tweezers. Do not pull or tug on the lash.
8. Use the **Air Pump** to blow the lashes dry. Continue until the lashes are completely dry and set up.
9. *Finish one eye completely before you move to the second eye.* If desired, you can do a second or even a third application of semi-permanent mascara. Make sure the lashes are completely dry before applying a second coat.
10. Add more **Semi-Permanent Mascara** to one of the compartments in the **Disposable Multi-Purpose Tray**. Repeat the above steps on the other eye.

### **Sealer Application**

1. Add a small amount of **Sealer** to one of the compartments in the **Disposable Multipurpose Tray**.
2. Apply the **Sealer** to the lashes of both eyes using a **Microfiber Brush**. Dab the brush on a cloth before you apply the Sealer to the lashes to remove any excess. Coat both the top and the bottom sides of the lashes. This gives the lashes a nice finish and ensures that the semi-permanent mascara will stay on longer.
3. Use the **Air Pump** to blow the lashes dry. Continue until the lashes are completely dry.

### **Application of Semi-Permanent Mascara to Lower Lashes**

1. Peel off the **VLash Eye Pads** from under the eyes.
2. Have your guest look up and reapply the pad under the lashes.
3. Add more **Semi-Permanent Mascara** to one of the compartments in the **Disposable Multi-Purpose Tray**.
4. While your guest is looking up (with the eyes open), apply the **Semi-Permanent Mascara** to the lower lashes of one eye using the same techniques as before.
5. Blow the lashes dry.
6. Seal the lashes using the same techniques you used on the upper lashes. Blow the lashes dry.
7. *Your guest should not close his/her eyes while the mascara or sealer on the lower lashes is wet. If the lashes are wet and your guest closes his/her eyes, the lashes may stick together.*

### **Precautions for Caring for Semi-Permanent Mascara**

To achieve maximum results, your guest should not:

- Get eyelashes wet for 24 hours.
- Comb through their lashes.
- Use any type of eyelash curler.

**Removing and Replacing Semi-Permanent Mascara**

1. Guests will want a reapplication of the **Semi-Permanent Mascara** every 2-3 weeks. The **Semi-Permanent Mascara** must be removed before reapplying.
2. Have the client recline in a comfortable position.
3. Apply the **VLash Eye Pads** under the eyes.
4. Saturate 2 **Lint-Free Applicators** with the **Extend Lash Sealer**. Tap off any excess.
5. Have your guest close his/her eyes.
6. With one applicator on top of the lashes and one under the lashes, work back and forth on the lashes until all the old **Semi-Permanent Mascara** is removed.
7. Cleanse the lashes and reapply the **Semi-Permanent Mascara**.

**Precautions**

- The **Intensify Semi-Permanent Mascara Kit** is for licensed professional use only.
- It is highly recommended that you practice this procedure before serving guests.
- For hygiene and safety reasons, wear gloves throughout the procedure.
- Use product prior to expiration date.

**Spa Prescription**

Increase revenue after this wonderful treatment by prescribing complementing home-care products and in-spa treatments. The handy *SpaScriptive*® pad is easy to fill out, easy for guests to follow, and allows you to keep a copy for your records.

**Recommended Professional Follow-Up Treatment**

- Guest should return within 2-3 weeks.

**Recommended Home Care Products**

- Gentle Foam Cleanser (C1277TV)
- VLash Fantasy Lash Conditioner (C1216TV)
- VLash Beauty Heated Lash Curler (C34038V)
- Eye Colours, Mascara, Eye Definers from Mirabella
- Gel eyeliners, Sugar Stuck on You, and glitter from Cailyn

**Tips for Making the Application of Semi-Permanent Mascara a Truly Special Treatment**

- Offer your guest a blanket during the treatment to keep her warm and comfortable.
- Place an herbal neck wrap around your guest's neck during the treatment.
- Before the treatment, do a lymphatic drainage massage around the eyes.
- For puffy eyes, chill the eye pads before applying.

### Creating Spa Ambiance

- ❑ Tuck towels and other supplies out of sight so that your guest is not distracted by utilitarian objects.
- ❑ Place your trash can out of sight and prop the lid open slightly so that the lid won't clang every time you throw something away. The lids of Universal Companies' trash cans have this feature (propping).
- ❑ During the treatment, play music from *Prescriptive Music*® collection to enhance this getaway for the mind and body.
- ❑ Light an aromatherapy candle to set the desired mood.
- ❑ As an alternative aromatherapy experience, use a soapstone diffuser and any essential oil to create the desired mood or help relax your guest. A battery-operated unit with a plug-in option is also available (CE10821).
- ❑ Have a salt lamp operating in the room to cleanse the air.
- ❑ If state/local regulations prevent you from using actual candles, try an LED candle. They provide a long-lasting random light that simulates a wax candle flame perfectly.

### Creating Interest in the Treatment

- ❑ Create a display showing Before and After photos.
- ❑ Include retail items such as eye shadows, eye liner, etc. in the display.
- ❑ If two or more technicians are performing **Semi-Permanent Mascara** treatments in your spa, practice by applying the **Semi-Permanent Mascara** to each other and your reception and retail team, stylists, or any other staff that work with customers so that they can show off their beautifully tinted lashes!

### Creating Retail Opportunities

- ❑ Create a small display of the retail sizes of the Recommended Home Care Products in the guest changing area or treatment room. (At the very least, have retail sizes of each of the recommended home-care products on hand in the treatment room.)
- ❑ If you sell eye makeup/lipstick, include those items in your display.
- ❑ Offer a complimentary make over to go along with your guest's gorgeous new eyes. You are almost certain to make multiple retail sales.
- ❑ After the treatment, utilize the *SpaScriptive*® Pad for prescriptive selling, describing the benefits and usage of each of the Home Care Products.
- ❑ If the guest expresses interest in purchasing one or more of the products, take the product from the display and walk with the guest to check out. If they are going to have another treatment, take the product(s) directly to checkout so that they will be there for the guest when they are ready to leave.

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**Additional Information to Help Sell Recommended Retail Products**

<b>Product</b>	<b>Benefits</b>
Gentle Foam Cleanser	Ideal for removing eye makeup.
VLash Fantasy Lash Conditioner	Nourishes, softens, and helps naturally strengthen lashes. Hypoallergenic. Will not cause irritation to the eye or skin. Note: Does not promote eyelash growth.
VLash Beauty Heated Lash Curler	Perfect for curling tips of lashes anytime, anyplace.
Mirabella® Eye Colours	Unique colors in an alluring array of intense shimmer, sheen, and matte pressed mineral eye shadows. Paraben-free Talc-free
Mirabella® Eye Definer	Richly colored eye pencils. Glide on smoothly for a perfectly precise look. Paraben-free
Cailyn Gel Eyeliners	Long-lasting. Smudge-proof. Offers perfectly smooth lines and easy touch-ups. Non-irritating, clinically tested, allergy tested.
Cailyn Sugar Stuck on You & Glitters	Offers glitz and glamour of glitter without the mess Long lasting, smudge-proof.







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