



VLash[®] Boost Lash Lift Kit



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BOOST LASH LIFT KIT

An easy alternative to lash extensions or perming, Boost Lash Lifting adds lift to natural lashes 24/7 lasting up to 6 to 8 weeks, creating the illusion of longer, fuller lashes! Perfect for straight lashes that won't hold a curl using a lash curler, hooded or mature eyelids, or clients who just want a break from daily curling. Enough for 10-15 lash perms.

Average Time: 45 Minutes

Suggested Price: \$65

Products

- 3 Bottles of Perm Lotion /0.16 oz. each
- 3 Bottles of Neutralizer /0.16 oz. each
- 2 Bottles of Collagen Conditioner /0.16 oz. each
- 2 Bottles of Cleanser (Glue Remover) /0.16 oz. each
- 1 Bottle of Glue /0.20 oz.
- 9 Pairs of Silicone Lifting Pads (3 small, 3 medium, 3 large)

Additional Recommended Supplies/Products

- Gentle Foam Cleanser (C1277TV)
- Cotton Pads
- Wooden Applicator (3 ½ flat) (C981T)
- Cotton Swabs
- Gloves
- VLash[®] Eye Pads (C1269TV)
- Mini Spatulas (C1186TV)
- Microfiber Brushes (C1185TV)
- Disposable Eyelash Combs (C1187TV)
- Disposable Adhesive Tray (C1188TV)
- 1 Eyelash Tweezer (C1280TV or C1279TV)
- Timer

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.

**Before****After****PREPARATION**

1. Have guest remove contacts.
2. Remove all cosmetics from eyelids and surrounding areas with an oil-free makeup remover. (**VLash Gentle Foam Cleanser** is recommended.) Any residual moisturizer or makeup will interfere with the performance of the perm.
3. Have your guest lie down in a comfortable position. Have them look up while you use a **VLash Eye Pad** to cover 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 perm products.



4. Have your guest close her eyes and comb the eyelashes out. The eyes should remain closed for the remainder of the treatment.

Perming Instructions

Step 1 – Select Appropriate Shield Size

- It is important to select a shield size that allows all of the lashes to adhere completely to the roller. The smaller bumps create a higher lift, but the larger bumps create more curvature.
- If the shield is too large, you can use scissors to trim it to a suitable size to fit on the eyelid.

Step 2-Apply Glue to the Shield

- Place some **Glue** in a disposable tray using a microfiber brush or the brush from the Glue bottle.
- Apply a small amount of the **Glue** to the back of the shield making sure you apply it all the way to the corners of the silicone pad.
- Wait a few seconds and apply the shield to the eyelid as close to the lash line as possible. Begin applying at the inner corner of the eye. Try not to leave a gap. Hold it in place until it sticks.
- After the shield is firmly adhered to the eyelid, apply **Glue** to the front of the shield.

Step 3 – Apply Lashes to the Shield

- Lift the lashes onto the shield using a **Tweezer** or **Wooden Applicator**. Be sure to keep the lashes straight. If necessary, apply more glue to ensure the lashes lay flat.
- Make sure they are all laying in the same direction. The way they lay is the way they will perm. If an eyelash is really stubborn, you may have to hold it in place until it dries.

Step 4 – Apply Perm Lotion

- Using a new **Microbrush**, apply the **Perm Lotion** (#1) beginning at the base of the lashes and brushing up. Wipe off any excess solution that may be on the ends of the lashes, making sure not to dislodge the shield.
- The timing for the perming solution varies. If your guest has naturally curly hair, leave the solution on for less than 10 minutes. If the guest has straight, coarse hair, leave on for 15 minutes. Never go over 15 minutes.
- Cover the eyes with cling wrap and damp cotton pads or a folded wash cloth.

Step 5 – Apply Neutralizing Lotion

- Before applying **Neutralizing Lotion** (#2), remove **Perm Lotion** completely from eyelashes using a damp cotton swab. Rinse lashes a few times with your damp cotton swab to remove any remaining **Perm Lotion**.
- Make sure the lashes are still laying straight.
- With a microfiber brush, place a small amount of **Neutralizing Lotion** on the lashes starting at the base and moving toward the tips.
- If necessary, use tape to hold the lashes down.
- Then cover entire eyelid with cling wrap and a damp cotton pad or washcloth. This will allow the **Neutralizing Lotion** to achieve maximum results. Let stand for 10 minutes.
- Remove **Neutralizing Lotion** completely by from eyelashes using a damp cotton pad. Rinse lashes a few times with your damp cotton pad to remove any remaining **Neutralizing Lotion**.



Optional – Tint Lashes

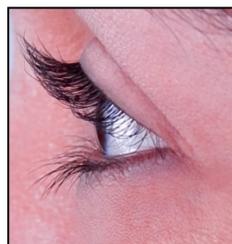
- If desired, tint lashes at this point with **Intensive[®] Lash & Brow Tint**. (See Success Kit[®] KMU401)

Step 6 – Apply Collagen Conditioning Lotion

- Using a clean microfiber brush, apply a small amount of **Collagen Conditioning Lotion** (#3) to lashes.
- Cover eyelash and eyelid with damp cotton pads and allow to stand for 5 minutes.

Step 7 – Apply Glue Remover to Release Eyelashes and Shield

- Your guest's eyelashes have probably released from the shield at this point.
- If not, place a small amount of **Glue Remover** (#4) onto a cotton swab. Gently apply at the base of the shield where you applied the Perm Glue to release any remaining lashes.
- Then gently release the shield from the eyelid, applying Glue Remover using a cotton swab to any areas where the glue remains.
- Use clean water and rinse the eyelashes a few times. Use a dry cotton pad to finish the procedure. The beautifully curled eyelashes are now revealed.



NOTE: If at any time the product gets into the eye, flush thoroughly at your eye wash station or rinse out with lukewarm water. This treatment should NEVER be done on any person with an eye disorder or infection. Keep out of the reach of children.

Precautions

- ❑ The Boost Lash Lift Perm Kit is for licensed professional use only.
- ❑ Eyelashes differ from person to person. Perming time should be reduced by 3 to 5 minutes for soft, thin lashes and increased for thicker, longer lashes. Exact timing should be based on personal experience.
- ❑ It is highly recommended that you practice this procedure before serving guests.
- ❑ For hygiene and safety reasons, wear gloves throughout the procedure.
- ❑ Always keep the Boost Lash Lift Lotions in the refrigerator or a cool dark place. Avoid direct sunlight. If room temperature reaches 83° or above, relocate the lotions to a refrigerator to keep them fresh.
- ❑ Important: Perm Glue should NEVER be placed in a refrigerator as it will cause drying of the product.
- ❑ 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 in your kit 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 5-6 weeks.

Recommended Home Care Products

- ❑ VLash® Fantasy Lash Conditioner (C1216TV)
- ❑ VLash® H2O Extend Mascara (C1274TV)
- ❑ Gentle Foam Cleanser (C1277TV)
- ❑ Eye Colours, Mascara, Eye Definers from Mirabella
- ❑ Gel eyeliners, Sugar Stuck on You, and glitter from Cailyn

Complementary Treatments

- ❑ Brow & Lash Tint (Success Kit KMU401 available.)
- ❑ Semi-Permanent Mascara (wait 7-10 days after perming) (Kit C4000TV available)
- ❑ Air brush makeup from Dinair

Tips for Making the Boost Lash Lift a Truly Special Treatment

- ❑ During the processing time, do a lip treatment.
- ❑ Alternatively, during the processing time, perform a hand massage using your favorite massage product.
- ❑ Offer your guest a blanket during the treatment to keep them 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.
- ❑ If your guest suffers from puffy eyes, chill the eye pads before applying.

Tips for Enhancing the Effectiveness of the Treatment

- ❑ When cleansing the eye area, moisten your cotton swab first. There will be no cotton residue when moistened. Squeeze out excess water.

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 one of Universal Companies soapstone diffusers 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 Gentle Foam Cleanser, VLash Mascara, VLash Fantasy Lash Conditioner, eye shadows, eye liner, etc. in the display.
- ❑ If two or more technicians are performing VLash Boost Lash Lift treatments in your spa, practice by lifting each other's lashes and those of your reception and retail team, stylists, or any other staff that work with customers so that they can show off their beautiful curls!

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.

Additional Information to Help Sell Recommended Retail Products

Product	Tips to Sell	Usage
VLash [®] Fantasy Lash Conditioner	Enriched with keratin, silk, and protein, this conditioning formula nourishes, softens, and helps enhance the appearance of the length, thickness, and fullness of natural lashes.	Use daily.
VLash [®] H20Extend Mascara	Lightweight, water-soluble.	Use daily.
Gentle Foam Cleanser	Perfect for removing eye makeup.	Use daily.

Product	Benefits
Mirabella [®] Eye Colours	<ul style="list-style-type: none"> ❑ Unique colors in an alluring array of intense shimmer, sheen, and matte pressed mineral eye shadows. ❑ Paraben-free ❑ Talc-free
Mirabella [®] Lash Definition Primer	<ul style="list-style-type: none"> ❑ Builds, lengthens, and defines lashes. ❑ Creates a perfect base for mascara
Mirabella [®] Eye Definer	<ul style="list-style-type: none"> ❑ Richly colored eye pencils. ❑ Glide on smoothly for a perfectly precise look. ❑ Paraben-free
Cailyn Gel Eyeliners	<ul style="list-style-type: none"> ❑ Long-lasting. ❑ Smudge-proof. ❑ Offers perfectly smooth lines and easy touch-ups. ❑ Non-irritating, clinically tested, allergy tested.
Cailyn Sugar Stuck on You & Glitters	<ul style="list-style-type: none"> ❑ Offers glitz and glamour of glitter without the mess ❑ Long lasting, smudge-proof.

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