

1. Always use at least 3 lengths of extensions on every client, regardless of the look we're going for or the length of her natural lashes.
2. 3 is the magic number of lengths because we have to extend the lashes in accordance with the 3 phases of the growth cycle.
3. Small, growing lashes get 8s, medium resting lashes get 10s or 12s and long, shedding lashes get 12s or 14s.
4. Selecting the correct length of extension for each lash hair increases the wear time of the lashes and prevents twisting, flipping, tangling, lifting, and keeps the client happy because her extensions look better and wear better over time.
5. Everyone needs to wear 8s, especially if they like a really long, thick, glamorous look, because 8s support and provide structure for the long extensions.
6. The more short extensions you use, the longer the lashes will last; short ones grow out better without lifting or flipping upside down.
7. The more short extensions you use, the thicker the lashes will look, because short extensions fill in the gaps between long ones.
8. If the glue is not properly swiped over the natural lash, air pockets will form between the extension and the natural lash.
9. Air pockets cause extensions to fall off prematurely or lift at the base.
10. Swiping, coating or painting the natural lash must be done with wet glue. Dried glue will not spread easily.
11. "Airmailing" a dipped lash dries the glue fast and prevents proper swiping/painting from taking place.
12. Taking too long to isolate a single natural lash causes the dipped lash to dry and prevents proper swiping/painting/coating of the glue.
13. Isolate quickly and don't stop if a neighboring lash gets stuck to the extension. (You will separate it later.) Strike while the glue is still wet and move quickly.
14. Air pockets can cause extensions to lift at the base, which scratches the eyelid skin. Extensions scratching the eyelid skin cause itching & swelling.
15. When a client's lashes itch, she will either pick at them or scratch her eyelids. Picking and scratching cause lash damage and additional swelling and redness.
16. Not using enough glue causes extensions to lift and fall off very quickly.
17. Not using enough glue causes air pockets between the natural lash and the extension.
18. Extensions that fall off too quickly make clients very angry and hurt your chances of building repeat business.
19. Always check each extension for air pockets during the separation procedure to ensure that nothing will lift after the client goes home.
20. Too much glue causes a lot of clumping. Clumping is unattractive and too much glue makes the separation process more difficult.
21. Always use the glove technique when working with NovaLash adhesives. Failure to use the glove technique causes the glue to try before it hits the lash. Dry glue will not stick or spread well and the extensions will fall off.
22. Failure to use the glove technique cumulatively adds 30-40 minutes to your application time.
23. Adding time costs you money, makes your client uncomfortable and/or leaves you without enough time to finish bonding every lash.
24. An unfinished full set looks sparse, doesn't last, requires the client to use mascara right away, has gaps, looks like spider legs and prevents repeat business.
25. Using only 1 or 2 different lengths of lashes results in a look that is either similar to spider legs, or clown lashes.
26. "Spider leg" lashes are long with gaps in the lash line. A spider leg look results from failing to fill in the gaps with shorter extensions. Small, growing baby lashes need to be bonded, but can't support long extensions.

27. To prevent spider legs, bond every natural lash and use shorter extensions to support the longer, more mature lashes.
28. To prevent "Clown Lashes" always use shorter extensions as you move closer to the inner corner of the eye. Using only one or two lengths of extensions all across the lash line looks strange and artificial, especially in the inner corner.
29. Clown lashes are unattractive because they draw too much attention to the nose and inner corners of the eyes. Long extensions in the middle and inner corners also cause the eyes to look close-set, which can make people look cross-eyed.
30. To achieve a wide-set eye look, the natural length of the clients' lashes should be used as a guide. Extension length should gradually taper down shorter as you approach the inner corner of the eye. The longest extensions should always be concentrated around the outer 1/3 of the eye.
31. Using only one or two lengths of extensions also causes flipping and twisting of the extensions; baby lashes can't support long extensions.
32. To ensure that all lashes get bonded in a timely manner, extensions should be applied systematically by alternating between applying & separating.
33. Application of the extensions must be done very quickly and corrections should not be done during the application phase.
34. All corrections must be done once the glue has set during the separation phase.
35. Attempting to correct a loose or misplaced lash while the glue is wet is time-consuming and futile.
36. Once the lashes start to set and it becomes difficult to isolate, begin a round of separation. Alternate separation and application rounds until every lash is bonded and every extension has been checked and corrected if necessary.
37. During the separation process, each extension should be checked from root to tip for air pockets.
38. Extensions that have air pockets, loose bases, or are too far or too close to the lid should be gently peeled off with both pairs of tweezers. This corrective work is only done during the separation process after the glue has set.
39. During the separation process, look for extensions that did not receive enough glue. They will easily pop or peel off the natural lash.
40. To peel a loose extension, grasp the natural lash with the straight tweezers and twist it to the side.
41. Remove all partially, or poorly attached extensions while separating, or the extensions will fall off after the client goes home.
42. Do not attempt to replace any removed extensions until round of separation is done & you're ready to start another round of application.
43. When separating, always grasp both lashes tightly with both pairs of tweezers. Never pull on an extension without firmly grasping the natural lash.
44. Never allow a client's natural lash to be prematurely removed during separation or peeling. A mature lash that is ready to shed will slide effortlessly out of the follicle, but a resting or growing lash requires force to remove it from the follicle.
45. Sometimes separation can be uncomfortable because the eyelid is very sensitive. As long as the natural lashes are not being pulled or damaged, a slight amount of discomfort or pinching is acceptable.
46. Just because a client experiences a small amount of discomfort, that does not necessarily mean that damage is being done. It is often the opposite. Proper separation allows the natural lashes to grow, rest and shed properly.
47. Sometimes it is necessary to cause the client a slight bit of discomfort to ensure that her lashes do not get damaged by being stuck together .
48. Sometimes discomfort is a sign that you are putting too much tension on the natural eyelash. Always hold that natural lash at the base with straight tweezers so there is no tension placed on the follicle when separating.
49. Always SELECT the proper length and thickness to suit your client's natural lashes. 0.25mm diameter (the thickest) do not stick well to fine natural lashes and tend to lift more than medium (0.20mm) or thinner (0.15mm) extensions. Thicker extensions are also stiff and are more likely to irritate the eyelids.
50. To make short, fine-lashes clients happy, MIX in a few longer, thicker extensions, but keep the majority of the supporting extensions slightly finer and shorter. Clients who insist on wearing extensions that are not appropriate for the condition of their natural lashes must simply be warned that they will have to be seen for touchups every two weeks instead of four.