2017 Ardell Class format – 3 hours

Ardell Professional – The World’s Best Selling Lashes

**HOW IT ALL BEGAN**

In 1916, legendary movie director D. W. Griffith wanted Seena Owen, the leading lady of his epic movie “Intolerance” to have glamorous lashes, so that they would gracefully touch her cheeks when she fluttered her eyes or looked down. Therefore, a wig maker wove human hair through fine gauze and gummed them to Owen’s eyelids creating the very first version of false eyelashes. Needless to say, a trend was born.

**THE ARRIVAL OF ARDELL**

-Founded 1971 by Arnold and Sydell Miller

-The original Ardell lashes, Duralash individuals, were created to add realistic, volume and length to lashes, enhancing but not over powering natural beauty

- ‘Ardell’ Derived from names Arnold and Sydell

-Brand quickly grew in popularity, prompting additional styles such as the signature Wispies, 105’s and 101’s but staying true to mission of giving women beautiful, unforgettable eyes

**ARDELL BECOMES AN INDUSTRY LEADER**

In the decades following the introduction of the very first Ardell lashes, the brand earned its title as one of the most widely recognized names in faux lashes. Ardell catered, not only to women looking to enhance their own beauty, but also to beauty professionals. The comfort and affordability of Ardell lashes makes them a small luxury that elevates beauty to another level.

Makeup artists will agree that a Red Carpet look is not complete without a pair of lashes to accentuate the eyes and add glamour. Today, Ardell offers an extensive lash collection with more than 125 different styles to suit every woman, every event and every lifestyle. Ardell’s coveted natural looking lashes are now available at thousands of retail and professional outlets world wide.

**Welcome – Introductions**

Our Objective today is for each attendee to leave with a full understanding of how to create the unforgettable Ardell Eye and Brow. In addition, we would like to introduce you to the many products and tools Ardell has to help you build a beautiful eye business.

Today we are going to cover:

 Ardell Strip lashes

Individual lashes

Adhesive Selection

How to create a brow with Ardell’s brow collection

 Inexpensive ways to build your business with Ardell Lashes, brows and tools.

**Let’s get started**

**ARDELL BEGINS THE UNFORGETABLE EYES WITH BOLD BROWS**

Ardell has expanded into the fast growing brow market with a revolutionary collection of brow accessories and extensions. No eye is finished unless the brow that frames it is perfect. From fashion runways to everyday makeup; bold, well-defined brows continue to be one of the hottest trends in beauty. Brows help frame the face and highlight the eye, setting a foundation for a youthful, fresh look. Ardell is making a bold statement with revolutionary products and tools to create the signature Ardell eye.

**Demo:**

Shaping

Creating the Basic Brow Shape sets the foundation for the perfect brow. A perfect brow has the following characteristics;

* Starting point
* Arch ( natural high point of brow)
* End Point or Tail
* Thickness
* Height
* Length

Prepping

* Wash and sanitize hands
* Cleanse the brows with Brow Cleanse even if the client has removed their make-up prior to procedure. All oil and make-up must be removed for brows to adhere. Eye make-up can remain. Only use lint free cotton pads
* Using the brow brush, brush brows upwards and trim any long stray hairs using your precision scissors. After trimming, brush brows in a downward position and trim strays if necessary

Shaping the Brow/Starting point

* Rest your brow pencil at the outside corner of the clients nose pressing directly over the inside of the eye (near tear duct) and place a dot. Do not get the pencil in the brow as this will affect the sculpting. If the brow extends past the dot, these are the hairs that need to be removed. In some cases, these hairs may not grow to the desired point. These areas will be filled in with the Ardell Brow Feathering technique.

Shaping the Brow/Arch (Natural High Point)

* Ask client to look straight ahead
* Hold the narrow part of the brow pencil to the outside edge of the nose, passing through to the outside edge of the pupil
* Where the pencil meets the brow is the highest point of the brow and where the brow should peak
* Place a dot being careful not to get the pencil in the brow

End Point or Tail

* Rest your Brow Pencil on the outer corner of the client’s nose, slant it past the outside corner of the eye
* This is the point where the brow should end. If the brow extends beyond this point, mark the hair for removal.

Thickness

* Based on the client consultation, determine the desired brow thickness

Height

* If one brow is higher than the other, ask the client which brow she likes and match brows using the Ardell Brow Feathering Techniques

Length

* The length is measured from the inside corner of the eye to the outside end point of the eye. Rest your pencil horizontally from one eye to the other to check level.

Partners

Grab a partner and practice!

**ARDELL PRODUCTS FOR BROW SHAPING**

Ardell’s new Brow Collections offer a variety of products and tools to customize the brow. Please visit us on social media at #Ardelllashes.com and our web site at ArdellLashes.com for a full list of all of our products and tools.

3 new Ardell Brow Products

* Mechanical Brow Pencils
* Brow Pomade
* Brow Defining Kit

Ardell’s Mechanical Pencils help create the perfect brow shape. They come in 4 colors Blonde, Medium Brown, Dark Brown, and Soft Black. Designed with a unique triangular tip, this pencil does dual action: the fine pointed tip creates precise thin lines while the flat tip creates thick lines allowing you to build color and definition

Ardell’s Brow Pomades sculpt, fill-in and set brows in place all day with just one product. Ardell Brow Pomade also comes in Blonde, Medium Brown, Dark Brown, and Soft Black. The Brow Pomade combines the work of a powder, pencil and gel into one easy-to-use pomade. This formula is light, highly pigmented, glides on smooth and blends effortlessly. The included angled brush is perfect for filling in and defining brows.

Brow Defining Kit contains everything needed to create the perfect brows. The powder palette contains three shades that can be used on their own or blended together to create a custom color for brows. This kit also includes a highlighter to accentuate the brow arch. In addition, this kit comes stocked with a full-sized brow brush with a spoolie and a wax pencil to set brows.

Now that we have defined the shape of our partners brows, lets use these products to make a beautiful brow.

INTERACTIVE EXERCISE FOR BROW SHAPING WITH BROW COLLECTION

LET’S MOVE ONTO ARDELL LASHES

Ardell offers 2 types of lashes

1. Strip lashes – Lashes that are attached to a bendable strip that is applied with adhesive to the eye lid just above the natural eyelashes. These lashes are considered a temporary lash for daily use and are meant to be removed daily. The lashes are reusable and require no maintenance. These lashes are by far the easiest to apply and perfect for special occasions. These lashes are applied with **LASH GRIP OR DUO STRIP ADHESIVE IN EITHER CLEAR OR BLACK OR BRUSH-ON LASH ADHESIVE.** Lash Grip and Duo Strip Adhesives are latex based, while thebrush on adhesive is latex free.
2. Individual lashes – Individual lashes are applied to the Natural lash. The individual lashes are considered semi-permanent and can last up to 3 weeks, with use of **ARDELL LASH TITE ADHESIVE**, and if cared for properly. Maintenance is required for Individual lashes. Individual Lashes add instant volumne and thickness to thin lashes and come in regular, knot free, knotted flare and knot-free double individuals. Basically, the only difference between these individual lashes is knot free lashes do not have a knot at the base of the cluster. Knotted lashes do have a knot at the base of the cluster. This knot creates a larger surface area for the adhesive to attach to the natural lashes. The knot also makes it easier to spot where the lash is being attached. It creates a fuller lash with a smaller amount of lashes. Individual lLashes are applied with **LASH TITE ADHESIVE IN EITHER CLEAR OR BLACK.** Lash Tite adhesive is latex free.

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| --- | --- | --- | --- |
| LASH | APPLICATION | RESULT | ADHESIVE |
| STRIP | SKIN, LASH LINE | 1 DAY WEAR | LATEX BASED (DUO OR ARDELL) OR LATEX FREE BRUSH ON ONLY |
| INDIVIDUAL | ADHERE TO NATURAL LASHES | UP TO 2 WEEK WEAR | LATEX BASED (DUO OR ARDELL) OR LATEX FREE BRUSH ON FOR 1 DAY WEARLASH TITE FOR UP TO 2 WEEK WEAR |

STRIP LASHES

13 Lash Lines

* Natural Lashes – These lashes are natural looking for everyday day wear
* Runway Lashes – Glamorize your eyes with thicker or decorated lashes
* Double Up – Combines two lashes in one: bottom lash adds fullness while top lash adds flare for an astonishing lash that is twice as dark as an ordinary lash
* Self-Adhesive – No adhesive required! Easy 2 step application. Extra pair of self-adhesive strips are included in each tray
* Elegant Eyes – Natural looking styles with a hint of glitter for added eye accents
* Edgy Lashes – A unique combination of natural strip lashes with accent edges
* Color Impact – Using the science of Color Theory. This collection of blended color and black lashes are designed to bring out and define blue, green or brown eyes. Look for in Wine, Blue, and Purple
* LashLites – Add the slightest enhancement to lashes while achieving the most natural look with a light comfortable wear
* Corset Lashes – the sexy, crisscross pattern featured in the Corset collection add fullness to lashes while maintaining a natural appearance
* Chocolate Lashes – This delicious lash collection features a mixture of black and brown lashes creating a soft and natural look
* Curvy Lashes – Create a seductive, cat-like effect with shorter lashes on the inner eyes that flare out at the ends
* Spiky Lashes – Create an exaggerated spiky, sultry look. Alternating lengths with laser fine tips create a stand-out look
* Accent Lashes – At half the width of regular lashes, accents enhance the outer area of lashes with the easiest lash application

HOW TO CHOOSE THE RIGHT LASH FOR YOUR CLIENT

Client consultation is the most important step for guaranteed success

1. STRIP VS. INDIVIDUAL?
* Does the client want temporary lashes for a special occasion lasting for only one day? Strip lashes are used for this purpose. The strip lash is applied to the entire length of the natural lash lash line, post makeup. Strip lashes are easy for all, with practice, making Ardell Strip Lashes a great retail product for your salon.
* Does the client want extended wear lashes? If she wants to wake up and have her lashes done, individual lashes should be used and will offer semi-permanent results. They are individual lash clusters that are added to the entire length of the natural lash line (ON THE LASHES), or just a few are added to the outside corners of each eye as accents. Individual lashes will shed as natural ones do, therefore fills are needed to maintain.
1. Choosing based on Eye Shape
* Small eyes/hooded eyes/sagging lids –
	+ Strip Lashes - Usually clients are looking to open up their eyes. Small eyes require small lashes. A little lash goes a long way. For clients that want strip lashes we recommend Accents, Naturals, LashLites or Curvy Lashes. For strips that are too long for a smaller eye, cut the band at the outer corners so the lashes in the center start short and finish long to create a flare.
	+ Individual Lashes – A few individual lashes added to the outer corner of the eye will open the eye. We suggest Regular Individuals, Knot-Free Natural Individuals or Knotted Flare Individual Lashes
* Round eyes –
	+ Strip Lashes - This eye can wear a more dramatic flared lash with a flare. Thick lashes make this eye appear smaller. We suggest Hotties, Sweeties, Scanties and Claudia’s
	+ Individual Lashes - choose any individual Lash in Medium or Long. Place the lash in the center of the eye and add more lashes as you move to the outer edge and less as you move towards the nose
* Large eyes and wide set eye
	+ Strip Lashes - These eyes can wear very dramatic lashes with volume and long length. Depending on how daring your client is we suggest Runway lashes, Double Up Lashes, Corset Lashes or Spiky Lashes
	+ Individual Lashes - Knotted Flared or Knot-Free Double Individual Lashes in long are great for clients with these eyes. Lashes can be placed evenly
* Mono lids
	+ Strip Lashes – For a natural look try Babies, Scanties, or 116. A heavy strip lash may overwhelm this eye shape
	+ Individual Lashes – Stick to lighter styles such as Knotted Flare or Knot- Free Natural Individuals. Try every-other with short and mediums.
* Deep set eye –
	+ Strip Lashes - Long, Long, Long! These eyes need the lenth of the lashes to pull the eye forward. We recommend Hotties, Claudias, Sophisticated, Romantic, and 501 Corsets.
	+ individual Lashes – Don’t be afraid to try all Long and Double Individuals with this eye!
* Almond eyes –
	+ Strip Lashes - Almond eyes are the largest group of clients. These eyes are proportionate with a visual eyelid when the eye is open. These eyes can wear any lash. Try our all famous Demi Whispies, Whispies, 118, and Double-Up Lashes
	+ Individual Lashes – Have fun with all lengths and styles of individual lashes. Feel free to place every other in different lengths for a spiky look, go double individual for drama, or create a nice natural short to long flare.

ADHESIVE OPTIONS

**-Ardell Duo Lash Adhesive** – Duo Strip lash Adhesive is the world’s bestselling lash adhesive and has been a favorite of professional makeup artists for decades. This latex-based formula was created for all day wear and can be used with individual lashes. Comes in a tube and has a creamy consistency. Available in clear and dark.

**-Lash Grip Strip Adhesive** – Latex based adhesive for strip lashes. Available in clear and dark.

**-Duo Brush-on Adhesive with Vitamins** – Duo Brush On Adhesive comes with an ultra-thin brush for precise, quick application of both strip and Individual lashes for all day wear. This latex-free formula is safe for contact lens wearers and sensitive eyes. Lashes have never been easier. contains Vitamins A, C, and E. Available in dark and clear.

**Ardell Brush-On Lash Adhesive** - This is a non latex based brush on adhesive that goes on clear and stays clear, quick drying and easy to use.

**Lash Tite Adhesive** – For use with individual lashes ONLY. This is a latex-free adhesive that comes in clear or dark.

**Lash Free Remover** – Easily assists in removing individual lashes

STRIP LASH PROCEDURE

**Sanitation**

Before all services, familiarize yourself with your state rules on sterilization and sanitation.

* Wash hands before starting lash services
* Sanitize hands with an alcohol based hand sanitizer
* Maintain wet sanitizer for metal implements to be completely submerged after use
* Dry all implements before use on clients
* After completing service, discard all used disposable items making sure all other materials are washed with soap and water and are replaced to wet sanitizer or clean/dry area ready for next client

**Tools**

* Towel
* Lashes
* Lash Grip Adhesive in clear and dark
* Brush-on Lash Adhesive
* Scissors
* Tweezers
* Cotton swabs
* Hand mirror
* Tissues
* Disposable Mascara Wands

**Application**

* Remove lash from tray by pressing the lash band down with your thumb, away from the tray (be sure not to pull the lash as it may break lash hairs off or bend the band in an awkward position making the lashes unusable.
* Gently lift lash from lash try using fingers or tweezers and measure on top of lid being sure the lash fits from corner to corner. If needed, trim lash from outer corner (typically the longer side, this maintains shorter lashes that help blend)
* Apply a thin strip of adhesive using the back of your tweezers or a disposable applicator. Apply a thin line of adhesive to the entire lash band. Make sure to apply to both ends of the lash as they tend to be the first area of lifting
* Wait approximately 30 seconds to allow the band to become tacky. This allows for a suction type adhesion as opposed to the adhesive being too wet and becoming slippery on the eye.
* Hold lash at both ends and “prime” the lash by bending it in a horseshoe shape to reinforce the “c” curve on the lash as it will lay on the lash line with ease
* Using tweezers or your fingers, hold the lash band in the center as it gives you the most control.
* Ask client to keep their eyes open but look down to avoid kissing lashes and puckering of the eyelid
* Place and press the center of the lash band on the center of the eye lid just above the natural lashes, then press down the outer corner, lastly press down the inner corner
* Check your work to see that your lash is applied as close to the natural lash line as possible by having your client look up. If you see skin between the natural and false lash, replace the lash before the adhesive completely dries.

**Bottom Lash Application**

* You may use Ardell’s designated bottom lashes, #112 for application but you can also use a top lash as well. When using a top lash as a bottom be sure the way you are looking at the lashes in the tray is the eye they are applied to. Right eye will use right lash, left eye will use left lash.
* Remove lashes from tray
* Have client tilt their head upward
* Measure and trim the lash
* Apply adhesive to the lash
* Touching the skin the least as possible, slide lash under clients natural lashes, placing the center first then outer corner, and finally inner corner
* Hold in place by gently pushing the ends of the false lashes inward.

Remind clients to remove their lashes every night. If they are going to reuse them, give them their tray for safe keeping

**Removal**

* Hold skin taut near temple. Place other hand on outer corner of lash and gently pull lash towards the inner corner of eye
* No damage is done to the natural lash because lash adheres to skin not natural lashes.
* Use makeup remover pads to remove excess adhesive/makeup on skin
* Remove adhesive from lash band and replace the lash in its original tray

**Hands-On**

* Find a partner
* Do a consultation
* Go to dispensary, choose the appropriate lashes and adhesives
* Set up work area
* Apply lashes

INDIVIDUAL LASH PROCEDURE

Before all services, familiarize yourself with your state rules on sterilization and sanitation.

* Wash hands before starting lash services
* Sanitize hands with an alcohol based hand sanitizer
* Maintain wet sanitizer for metal implements to be completely submerged after use
* Dry all implements before use on clients
* After completing service, discard all used disposable items making sure all other materials are washed with soap and water and are replaced to wet sanitizer or clean/dry area ready for next client

**Tools**

* Lashes
* Adhesive, clear, dark, latex free
* Lash Free Remover
* Tweezers
* Dampen Dish
* Cotton Swabs
* Andrea Makeup Removing Pads
* Cleansing Wipes
* Tissues
* Hand Mirror

**Application**

* Pour a small amount of adhesive in upside down dampen dish
* Choose which color of Lash Tite Adhesive you will use. Clear is excellent with brown lashes. Dark will give lashes a defined look similar to mascara
* Use tweezers to remove lash from lash tray.
* Dip the lash into the dampen dish. The lash should have a small bead of adhesive at its base
* Your first two strokes are to apply some of the adhesive from the false lash onto the natural lash. You will not be applying the lash until the third stroke.
* Work from the center of the eye to the outer corner and finally from center to the inner corner to maintain symmetry
* Stroke the false eyelash with bead of adhesive onto the natural lash from base to tip. This motion puts adhesive on the natural lash. Repeat
* The third stroke has the same motion and this time you place the false lash atop the natural lash where adhesive was placed
* Place 3 lashes at a time per eye, switching back and forth to ensure balance and symmetry during application process

**Removal**

* Place thick gauze or folded paper towel under client’s eyes
* Dip a cotton swab into the LashFree remover and gently ring out with your fingers
* Stroke the cotton swab in a rotating manner going up and down the lash
* You wil see the adhesive begin to bleed
* Continue the gentle motion until the lash releases from the natural lash
* Do not pull on the lashes as you may cause damage to the natural lash
* When finished removing the lashes, use a facial wipe to remove all LashFree residue from eye area

**Hands-On**

* Find a partner
* Do a consultation
* Go to dispensary, choose the appropriate lashes and adhesives
* Set up work area
* Apply lashes

**Close**

* Review techniques
* Question and Answer.