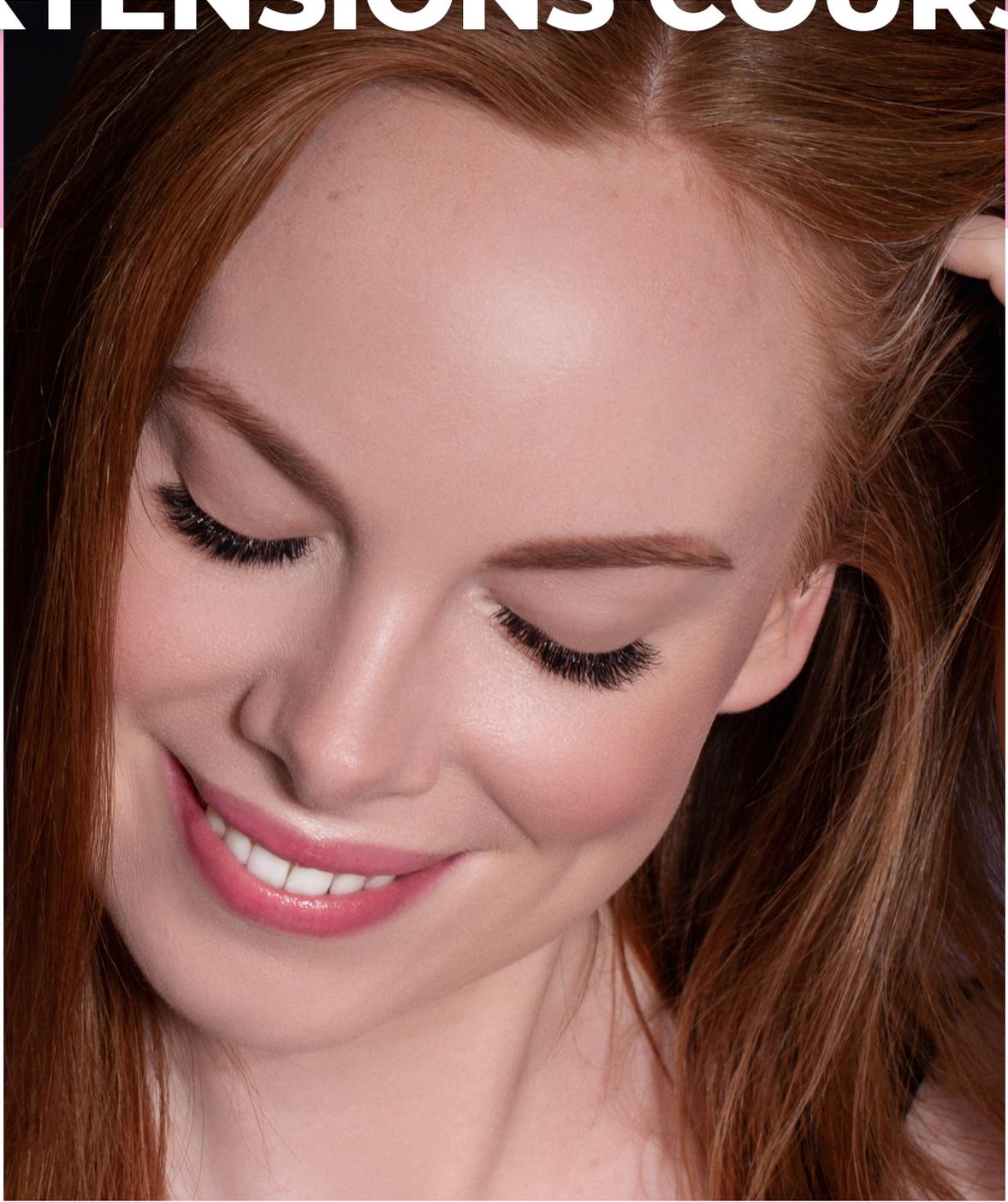




CLASSIC EYELASH EXTENSIONS COURSE



www.poshdeluxe.space



Hello there!

Hello and welcome! I'm delighted that you've expressed interest in our program. Here at Posh Deluxe, we take great pride in helping our students excel in their lash careers. Our track record speaks for itself, with numerous award-winning lash artists emerging from our courses.

In this particular program, we will be focusing on mastering the art of creating the perfect Eyelash Extensions set. You'll receive a comprehensive kit that includes everything you need to get started on your lash journey.

My name is Paola, and I am not only an international award-winning lash artist but also a seasoned trainer. I have had the privilege of honing my skills and expertise in the industry, and I'm passionate about sharing my knowledge with aspiring lash artists like you. I'll be your dedicated guide throughout this course, providing valuable insights, tips, and techniques to ensure your success.

With my experience as both an artist and a trainer, I understand the nuances of the lash industry and the importance of staying up-to-date with the latest trends and techniques. Together, we'll work towards unlocking your full potential and helping you achieve your lash goals.

Once again, thank you for choosing Posh Deluxe. I'm excited to embark on this lash adventure with you and provide you with the tools and knowledge you need to thrive in the world of lashes!

Paola Yit
Award-winning Lash Trainer
Posh Deluxe

Why Become a Lash Artist

- 1. Creative Expression:** As a lash artist, you have the opportunity to unleash your creativity and artistic flair. Designing unique lash looks and enhancing the natural beauty of your clients allows you to express your creativity through intricate lash extensions, customized styles, and innovative lash mapping techniques.
- 2. Growing Demand:** The lash industry has experienced significant growth in recent years, and the demand for lash services continues to rise. People are increasingly seeking out lash extensions to enhance their appearance, save time on their daily beauty routine, and boost their confidence. This growing demand translates into a wealth of career opportunities for lash artists.
- 3. Flexibility and Independence:** A career as a lash artist offers flexibility and the potential for independence. You can choose to work in a salon, spa, or even start your own lash business at home, giving you the freedom to set your own schedule, determine your prices, and tailor your services to meet the needs of your clients. This flexibility allows for a better work-life balance and the ability to pursue other passions or responsibilities.
- 4. Client Relationships and Impact:** As a lash artist, you have the privilege of building meaningful relationships with your clients. Through appointments, you can build amazing relationships with them. You'll understand their preferences, provide personalised recommendations, and create lash designs that enhance their natural beauty. The positive impact you make on your clients' confidence and self-esteem can be incredibly rewarding and fulfilling.
- 5. Continuous Learning and Growth:** The lash industry is dynamic and ever-evolving. This presents ongoing opportunities for learning and professional growth. By staying up-to-date with the latest techniques, trends, and advancements in lash technology, you can expand your skill set, offer new services, and stay competitive in the industry. Continuous learning not only keeps your work fresh and exciting but also allows you to provide the best possible service to your clients.

Course Outline

LEGAL & INSURANCE

- Professional Indemnity and Public Liability Insurance

WORK HEALTH & SAFETY

- Work Health & Safety
- Emergency Situations
- Hygiene

LASH ANATOMY

- Purpose of the Eyelashes
- Lash Cycle

EYE HEALTH

- Contra-indications
- Eye Health Conditions

WORKSPACE SET UP

- Equipment
- Professional Lash Products

LASHES & WEIGHTS

- Diameters
- Lengths
- Curls

WORK WITH THE ADHESIVE

- The Cyanoacrylate
- Humidity & Temperature
- Curing Vs Drying
- Ingredients



PRE-APPLICATION

- Allergies
- Patch Test

LASH MAPPING

- Eye Shapes
- Lash Styles

APPLICATION

- Tapes & Eye Patches
- Lash Preparation
- Isolation
- Attachment Points

MAINTAINANCE

- Individual Lash Removal
- Lash Infills

LASH REMOVAL

- Professionally Remove Eyelash Extensions

AFTERCARE

- Aftercare for Lash Clients



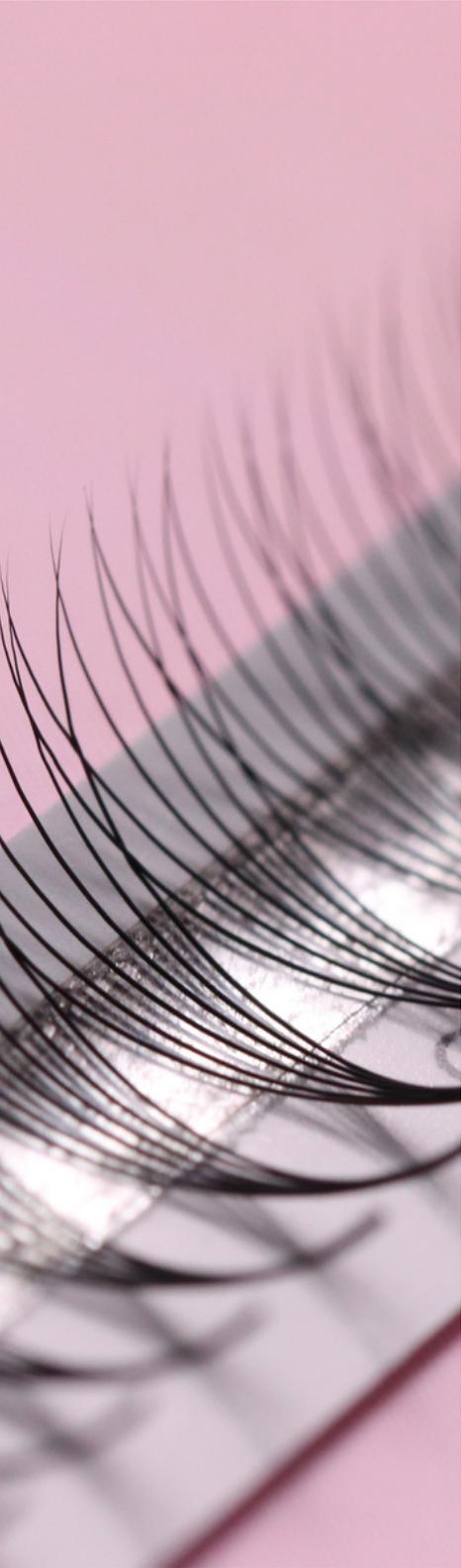
BONUS 1: SOCIAL MEDIA START UP

Creating a business social media account is an effective way to promote your lash business, connect with potential clients, and showcase your work. Let's walk through the steps together:

WHAT YOU'LL GET:

- ✓ Choose the Right Platform
- ✓ Set Up Your Account
- ✓ Profile Picture and Cover Photo
- ✓ Create Your First Engaging Content
- ✓ Hashtags and Captions
- ✓ Engage with Your Audience
- ✓ Collaborate and Network

VALUED AT
\$550



BONUS 2: INTRODUCTION TO PROMADES

Adding Promade Sets to your repertoire will not only enhance your lash services but also provide you with more options to meet the unique preferences of your future clients.

WHAT YOU'LL GET:

- ✓ Promade Lash Trays
- ✓ Learn How to Apply Promades
- ✓ Tips & Tricks
- ✓ Skill Expansion
- ✓ Offer Volume Option to Clients

VALUED AT
\$350



BONUS 2: PROFESSIONAL PHOTOS

WHAT YOU'LL GET:

- ✓ As an added bonus, we are thrilled to inform you that on the last day of training, we will arrange for professional photography of your work on the final model, valued at **\$300**. This opportunity will allow you to capture stunning images of your lash artistry, which can greatly enhance your portfolio and showcase your skills to potential clients.
- ✓ Posh Deluxe will provide two professionally retouched photos as part of this package, ensuring that you have high-quality images that truly highlight your craftsmanship. If you desire additional retouched finished photos beyond the two provided, we encourage you to contact us for more details.

VALUED AT
\$300

BONUS 3: ACRYLIC LASH TRAY ORGANISER



WHAT YOU'LL GET:

- ✓ Thirty-six lash tray compartments with larger inner dimensions (11.5cm x 6.8cm x 2.6cm) to fit most lash trays.
- ✓ Arrange them how you want - Lash Curl, Diameter or Length
- ✓ 2 x ample-sized drawers to keep your accessories dust-free and organised - Inner drawer dimensions (13.2cm x 10.9cm x 3.6cm)
- ✓ Easy access to the lash tiles without struggling to take them out.
- ✓ Stackable Organiser - You can stack them together if you have more than 36 trays! You can turn the organiser around if you prefer to have the drawers at the top/bottom.
- ✓ Made from sturdy, top-quality acrylic.

VALUED AT
\$180

Get Certified



To get the completion for the Classic Eyelash Extensions course, we have implemented a practical assessment requirement. You must submit three complete sets of Classic / Premade lash extension sets and successfully pass each set. We recommend following a structured approach to this process. Begin by submitting one set for evaluation and feedback. Your trainer will carefully assess your work, providing constructive feedback to help you improve and refine your technique.

Once you have received feedback on the first set, take the time to implement the suggestions and make the necessary adjustments. This will ensure that you are consistently progressing and enhancing your skills. After making the necessary improvements, move on to the next set and repeat the process.

Our aim is to support your growth and development as a lash artist, and by providing personalised feedback on each set, we can assist you in achieving the highest standards of quality and proficiency in Russian Volume lash application.

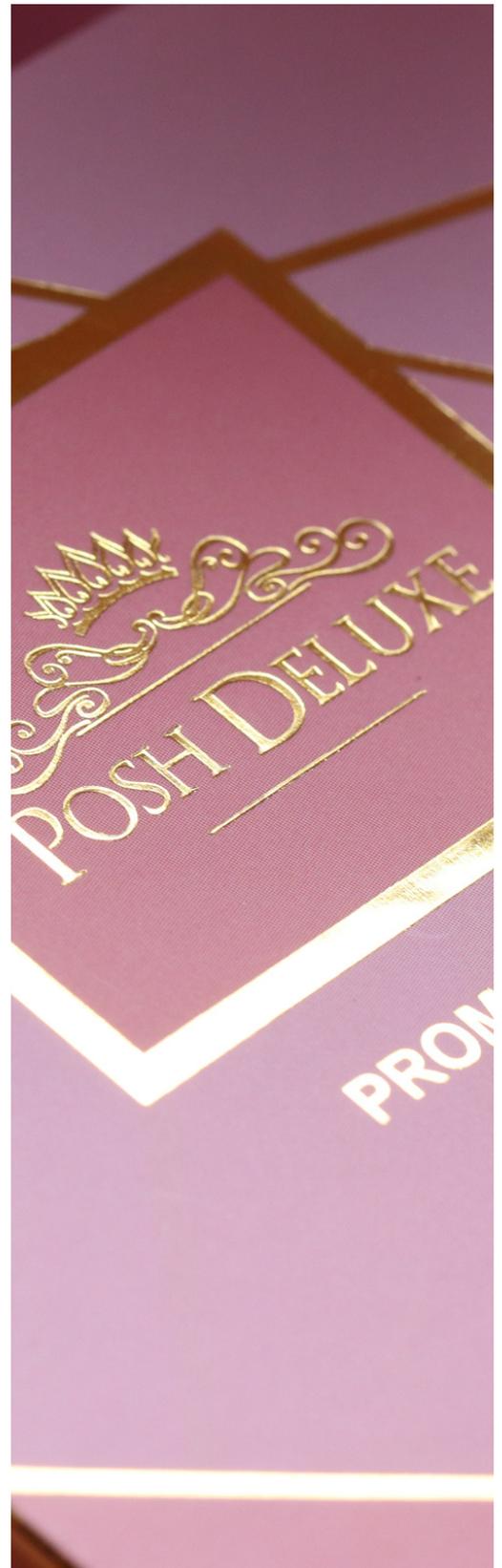
Once all three sets have been successfully completed and approved, you will be eligible to receive your certificate of completion. This certificate will serve as a testament to your dedication, hard work, and mastery of Russian Volume lash techniques.

We encourage you to approach this process with enthusiasm and a commitment to excellence. Our team is here to guide you through each step, ensuring that you have the support and resources necessary to succeed in completing your sets and obtaining your certificate of completion.

Professional Lash Kit

Valued at \$700

1. Classic Lash Trays
2. Isolation & Application
Tweezers
3. Lash Shampoo
4. Lash Adhesive
5. Cream Remover
6. Lash Primer
7. Lash Fan
8. Lash Palette
9. Eye Pads
10. Tapes: Micropore Tape,
Skinergate Tape & Alpha Tape
11. Mascara Wands
12. Micro brushes
13. Applicators
14. Hygrometer
15. Mannequin Head
16. Classic Practice Sheets





MORE INFORMATION

Duration: 3 Days

Pre-requisite: N/A

Where: Willagee

When: TBA with the Student

During the four-day course, we have strategically included breaks between sessions to provide you with ample time to absorb and review the material covered in class. These breaks are designed to facilitate effective learning by allowing you to study, internalise, and reflect upon the knowledge and techniques you've acquired.

Additionally, these intervals between class days are intended to give you sufficient practice time to refine your lash skills. We understand the importance of hands-on practice in mastering lash techniques, and we want to ensure that you have ample opportunity to apply what you've learned and build your confidence before moving on to the next session.

By incorporating breaks and practice time into the course structure, we aim to optimize your learning experience and set you up for success. You'll have the chance to review your notes, revisit any challenging concepts, and dedicate focused practice sessions to hone your lash application skills. This balanced approach not only enhances your understanding of the material but also allows you to develop muscle memory and improve your technique.

We encourage you to utilize these breaks and practice periods effectively. Take advantage of the resources provided during the course, such as instructional materials, reference guides, and practice exercises. Engage in deliberate practice, focusing on areas that require more attention or where you seek improvement.

Testimonials

Dayanara C.

"I had the privilege of receiving one-on-one eyelash extension training with Paola at Posh Deluxe, and I must say, the experience exceeded all expectations. From the moment I walked in, Paola's professionalism and expertise were evident. Her attention to detail and thorough explanation of each step of the process showcased her deep knowledge and skill in the art of eyelash extensions.

Paola's passion for her craft was truly inspiring, and it translated into the exceptional training she provided. Not only did she teach me the technical aspects of applying eyelash extensions, but she also shared valuable insights on client communication, aftercare, and maintaining high standards of hygiene.

What sets Paola apart is her personalized approach. She tailored the training to my skill level and learning pace, ensuring I felt confident and comfortable every step of the way. Her patience and encouragement created a positive learning environment that made the entire training experience enjoyable and rewarding.

I am grateful for the comprehensive training I received from Paola. Thanks to her guidance, I now feel equipped to provide top-notch eyelash extension services. I wholeheartedly recommend Paola at Posh Deluxe to anyone seeking not only exceptional training but also a mentor who genuinely cares about your success in the beauty industry. Posh Deluxe's training with Paola is an investment that continues to pay off."

How Can I Enrol



To get started, e-mail us so that we can assist you further. We will provide availability and see if they suit your schedule. Once everything has been confirmed, we will arrange an invoice which will then need to be paid to secure your course dates.

In terms of payment, you have two options. You can pay the full course fee upfront or secure your spot in the course by paying a non-refundable 20% deposit. This deposit will lock in your chosen date and allow you to confirm your enrolment.

YOUR INVESTMENT

\$4,730

WHAT YOU'LL GET:

- ✓ A 15% Off Lifetime discount on all full-priced products at www.poshdeluxe.com.au.
- ✓ Paola will become your mentor, and you can be able to ask her anything about the course and have that support that you need throughout your lashing career.

Let's Get You Started!

Thank you once again for considering Posh Deluxe for your lash training journey. We are confident that our Classic Foundation course will provide you with the knowledge, skills, and confidence needed to excel in the world of lash artistry.

At Posh Deluxe, we are committed to your success. We are here to support you every step of the way, from the initial enrollment process to the completion of your training and beyond.

Once again, we extend our warmest welcome to you as you embark on this exciting journey with Posh Deluxe. Get ready to elevate your lash artistry to new heights and unlock your full potential. We can't wait to see you succeed and flourish as a lash artist. Enrol today and let your lash dreams become a reality!

If you have any further questions or require additional information, please don't hesitate to reach out to us. We are more than happy to assist you and address any concerns you may have.

Paola Yit



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