

# WHOLESALE CATALOG



EYELASH EXCELLENCE



# WELCOME



I AM

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Let me introduce myself, My name is Frankie Widdows and back in 2012 I discovered my passion for eyelash extensions. I am a Master Lash Artist, International Trainer, Global lash judge, lash speaker and ethical lash supplier.

My enthusiasm for lash products stems from realising their crucial role in our work. The quality of these products significantly impacts the results. Despite trying various brands, I couldn't find products that fully satisfied me. This led me to create my own brand of lash products, not just for my clients, but also for my students and fellow lash artists seeking top-notch quality.

As a lash artist, I understand the importance of product performance and aesthetics. Drawing from my expertise, I developed a range of high-quality lash products that deliver exceptional results. Thus, in 2014, the Eyelash Excellence product line was launched.



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# Why choose us?



I am deeply committed to product safety and dedicated to enhancing the lash industry I hold in high regard by offering secure and cost-effective lash liquids and glues manufactured in the UK.

Since 2014, my mission has been to shed light on the realities of an unregulated beauty sector and the potential harm it poses, not only to the well-being of lash artists, but also to their clientele.

Advocating for product safety, I draw from personal experiences to educate lash artists on comprehending the components present in their lash products, empowering them to make informed and safe selections.



In an unregulated lash industry, the accessibility of harmful lash products to anyone is concerning. Regrettably, many lash suppliers rely on manufacturers with an assumption of safety in their products. However, lacking expertise in ingredients and their health implications, numerous lash retailers unknowingly distribute products containing substandard or even prohibited substances.

Even prominent brands inadvertently offer lash liquids and glues that contain inferior ingredients, detrimental to the health of individuals exposed to them over time.

Having personally encountered this issue, I embarked on a quest in 2014 to identify safe lash products and reveal the dark side of our unregulated lash industry.



# My Story

In 2014 and at the same time of introducing my range of lash products, my health had started to suffer but seemed worse when I was lashing.

As a naturally healthy person it was unusual for me to feel so sick. My symptoms started with extreme headaches, sinus pain, light sensitivity, a constant runny nose, black mucus, chesty cough, cold like symptoms, fatigue and itchy skin on my face, neck and chest.

I had to start wearing a mask when lashing to catch the mucus from my runny nose and I found this helped to reduce my headaches some what, but I was still feeling unusually sick and it was always the lashing that triggered it.

I assumed I was overworked (I was working long days) hence the fatigue, the “run down” cold like symptoms and the sensitivity to my lash light.

Visits to the doctors failed to shed light on my ill health so for several months I continued to suffer, hoping that I would get better.

Then one day the penny dropped.. it was the lashing that was the issue! It seems so obvious now, but back then I had no idea it could be the cause.

It was from this day that I started on my journey to understand the real truth of the lash industry. I had been unknowingly exposing myself to lash products (namely the adhesives) which were destroying my health. These products were non beauty grade, low quality, industrial strength products being used in the lash industry and super close to the eyes, other mucus membranes and the respiratory tract. I wondered how such harmful products could be sold to lash artists and this is when I learned that there was no global regulation policing the safe production of lash liquids. This meant that low grade ingredients were able to be used in our lash products and sold anywhere in the world with zero consequences.

Even in the UK where I live and where we are seen to have some of the strictest regulations in the world, there was no governing body controlling the import of products into the country that could be harmful. I was shocked and wondered how many lash artists were suffering like I was.

Sadly my health was getting worse as I continued to expose myself to these products. I also had no choice, lashing was how I earned my money and without my job I could not earn and I could not live. This is when I knew I had to try to find an alternative way/product which would allow me to lash and this is where my journey started into creating my own brand of UK lash glues and liquids which would allow me to lash again.

To start, I was focusing on just the glues being the issue, but as I continued to learn about our lash products, I also realised that all liquid products are ingested into the body therefore if they contain low grade products they too will affect your health. So although I had blamed the glue, I had overlooked the other lash liquid products I had been ingesting and therefore why I needed a full range of UK made lash liquids to ensure that what I was exposing myself to was safe.

Nine years later, I continue to advocate for educating lash artists about the truth behind the products we use. It appears that lash artists are now beginning to grasp the importance of this matter. With a growing number of allergic reactions among lash artists and clients, many are recognising that my concerns are not unfounded but are indeed valid.

Due to the safety of my lash products, I am continuously approached by lash suppliers who would love to offer their client base Eyelash Excellence products who's quality and safety they can trust.

# The truth about our lash liquid ingredients

The Far East is one of the biggest producers of global products including beauty products such as lash glues and liquids. The cheap production costs associated with these countries are due to many factors:

- Abundance of cheap labor
- Low grade ingredients used
- Lack of regulatory compliance/healthy & safety etc
- Low taxes and duties
- Competitive currency

From these reasons we can see why our lash products are manufactured there and how they can be produced at such low costs. It is these super cheap prices which attract lash suppliers who can then make high profits.

## The facts

Did you know that most lash liquids are able to be purchased direct from the Far East from as little as \$1? But ask yourself this.. can a product that is retailed for such a low price really contain high grade quality ingredients that are safe to be ingested by the human body?

This \$1 covers the price of the product inside the bottle, the bottle, lid, labelling, labor etc and yet for \$1 they are still making a profit.

Again ask yourself, for such a low price can the quality of the product inside really be any good? The answer is 'No!' However, in an unregulated industry, who is going to stop this from happening?

# Why do we only manufacture our lash liquids in the UK/EU?

There are several compelling reasons to prioritise purchasing lash products manufactured in the UK and EU over cheaper alternatives from countries like China or the Far East:

## **Quality Assurance:**

Products manufactured in the UK and EU are subject to stringent quality control standards and regulations, ensuring higher quality and safety compared to products from countries with less stringent regulations. This means you can have 100% confidence in the quality, safety and consistency of the products you purchase.

## **Compliance with Regulations:**

The UK and EU have some of the strictest regulations in the world governing the manufacturing, labelling, and sale of cosmetics and beauty products. By purchasing products manufactured in these regions, you can be assured that they comply with rigorous safety, health, and environmental standards, reducing the risk of potential harm to consumers and legal liabilities.

## **Ethical and Environmental Considerations:**

Products manufactured in the UK and EU are often produced under more stringent ethical and environmental standards compared to those manufactured in countries with lax regulations. By supporting products made in regions with strong environmental and labor standards, you can contribute to sustainability efforts and ensure fair labor practices.

## **Traceability and Transparency:**

Products manufactured in the UK and EU are accompanied by comprehensive documentation and traceability measures, providing transparency regarding ingredients, manufacturing processes, and supply chains. This transparency allows for greater accountability and facilitates easier identification of potential issues or recalls.

## **Customer Confidence:**

Many consumers prioritise purchasing products that are manufactured locally or in regions known for high-quality standards and ethical practices. By offering UK and EU-manufactured products, you can enhance customer confidence and trust in your brand, leading to greater customer loyalty and satisfaction.

## **Legal Compliance and Risk Mitigation:**

Purchasing products from reputable manufacturers in the UK and EU helps mitigate legal and regulatory risks associated with non-compliance or safety issues. By adhering to strict regulations and standards, you can avoid potential fines, lawsuits, or reputational damage resulting from the use of non-compliant or unsafe products.

## **Supporting Local Economy:**

Choosing UK and EU-manufactured products supports local economies and promotes job creation within these regions. By investing in products made closer to home, you contribute to the growth and sustainability of local industries and communities.

In summary, while products from countries like China or the Far East may offer lower upfront costs, purchasing lash products and cosmetics manufactured in the UK and EU provides numerous advantages in terms of quality, safety, compliance, sustainability, and customer trust. These factors ultimately contribute to the long-term success and reputation of your business.

# What is Eyelash Excellence Wholesale?

Over the years I have frequently been approached about the possibility of offering our products on a wholesale basis. It became evident that there was a significant demand for our top-notch lash products, particularly our best-selling UK-manufactured lash liquids and adhesives.

Recognising this demand, I made the decision to extend our product offerings to not only accommodate busy salons but also cater to those seeking discounted prices for resale purposes, allowing them to capitalise on the opportunity to generate profits.

Our Wholesale programme provides lash suppliers the option of buying our well known trusted lash products directly from us at a discounted price and selling to their customers for a higher price, which is how wholesalers make their profit.

Our Wholesalers may specialise in a single product only or chose from our variety of lash products we offer.

A wholesaler should not be confused with an "official distributor" for our brands product line. They simply purchase our products at a discounted price and sell for a higher price.

## Is Wholesaling Products Profitable?

Generally, wholesaling can be a profitable business because you are buying items in bulk at a discount. Because you are buying these items at a discount, you can sell them for more than you purchased them for and the demand will be there. The process of buying in bulk at a discount is the key component that can make a wholesaling business profitable.

On each product we list in this catalogue, you will see a RRP price to show you our recommendations for pricing.



# FAQs

## **Do I need insurance?**

If you are selling cosmetic products it's advisable to have insurance coverage to protect your business against potential liabilities and risks. While it's not a legal requirement in all countries to have insurance specifically for selling cosmetic products, having appropriate insurance can provide financial protection and peace of mind.

While Eyelash Excellence products comply fully with UK/EU regulations, we cannot assume responsibility for international regulations that may diverge from those in the UK, or for any circumstances within your business that are unrelated to the product itself.

Here are some types of insurance coverage that may be relevant for wholesaler businesses re-selling cosmetic beauty products:

### **Product Liability Insurance:**

Product liability insurance protects your business in case a product you sell causes injury, harm, or property damage to a customer. This coverage can help cover legal expenses, compensation claims, and other related costs.

### **Public Liability Insurance:**

Public liability insurance provides coverage for claims made by third parties (e.g., customers, suppliers, or members of the public) for injury or property damage caused by your business activities. This coverage is essential if you have a physical store or interact with customers in any way.

### **Professional Indemnity Insurance:**

Professional indemnity insurance, also known as errors and omissions insurance, protects your business against claims of professional negligence, errors, or mistakes in providing services or advice. This coverage may be relevant if you offer beauty treatments or consulting services.

### **Business Property Insurance:**

Business property insurance covers your physical assets, such as inventory, equipment, and fixtures, against risks like fire, theft, vandalism, or natural disasters. If you have a physical location where you store or sell cosmetic products, this coverage is essential.

### **Business Interruption Insurance:**

Business interruption insurance provides financial protection if your business operations are disrupted due to covered events, such as property damage or loss. This coverage can help cover lost income, ongoing expenses, and additional costs incurred during the interruption period.

### **Cyber Liability Insurance:**

Cyber liability insurance protects your business against losses resulting from data breaches, cyberattacks, or other cyber incidents. If you collect customer information or process online transactions, this coverage can help mitigate the financial and reputational consequences of a cyber incident.

### **How much does insurance cost:**

This can vary widely depending on several factors, including the type of insurance coverage, the size and nature of your business, the level of risk associated with your products, the insurance provider you choose etc.

# FAQs

**Can I sell these products under my own branding?**

No, as a wholesaler, you are simply reselling our products at a profit.

**Can I call them different names to what you call them?**

No, refer to the above

**Can I sell your products for cheaper than shown on your website?**

No, wholesalers are not permitted to undercut prices shown on our website.

**Can I sell your products for more than you sell on your website?**

Yes, and we highly recommend considering this option. Presently, our distribution network operates solely within the UK, which results in higher shipping expenses for international customers. However, we exclusively offer wholesale opportunities to suppliers located outside of the UK. Consequently, customers who purchase from our wholesalers can benefit from reduced shipping fees. They may leverage this advantage by adjusting their product pricing accordingly.

**Have any of these products ever been subject to animal testing in any way?**

We have never tested and will never test on animals, and we make sure any suppliers we use are cruelty-free too.

**Do I need any additional Safety Assessments for your products?**

We have all the correct CPSRs (Cosmetic Product Safety Report) in place for our lash liquids and adhesives, as well as Material Safety Data Sheets. This means you can re-sell our products with 100% confidence that what you are selling is safe. However due to different International regulations, it is the responsibility of the wholesaler to understand and conform to any regulations set by their own country.

**What is a MSDS (Material Data Safety sheet) and do I need them?**

It is a comprehensive document that provides detailed information about the properties, hazards, handling, storage, and emergency measures related to a specific chemical substance or product.

**Can I get copies of the MSDS.**

MSDS are available on request for your customers.

# FAQs

## **Where are your ingredients from?**

We ONLY use quality premium ingredients from the industry leading manufacturers in Europe and the UK. You can ensure that the quality of our products are the best in the world due to the quality and passion that goes into producing our lash liquids and adhesives.

## **How can I find out more details about the products you offer and how they work?**

We also provide detailed information on our website relating to each product. However if you have any questions which are not answered in our product descriptions, please get in touch and we are happy to assist.

## **Can I get samples to try before I order?**

Yes, we have samples sizes of all our liquids and adhesives on the website.

## **Do you assist with advertising of your products we offer as wholesale?**

As a participant in our wholesale programme, you are responsible for your own marketing and promotion as well as providing excellent customer service to your customers This includes addressing inquiries, handling returns, resolving complaints and managing the shipping and fulfilment process for orders placed on your online store. Customers are responsible for shipping costs incurred.

## **Are there any exclusivity agreements or territories for wholesale distribution?**

We reserve the right to decline applications based on the geographic locations of wholesalers. Our goal is to maintain fairness among sellers and prevent over-saturation of specific areas with Eyelash Excellence wholesalers.

## **Do you require wholesalers to sign a contract or agreement?**

No, however by purchasing from Eyelash Excellence, you agree to the terms and conditions outlined which can be found at the end of the catalogue.

## **What is the process for resolving disputes or issues with wholesale orders?**

Complaints regarding Eyelash Excellence products must be submitted to us and in writing within 3 business days. We will investigate the complaint promptly and provide a response within 3 business days. If the complaint is found to be valid, we will take appropriate action to rectify the issue, which may include replacement of the product or issuance of a refund. We may request additional information or evidence to assist in the investigation of the complaint.

# FAQs

## **What is the MOQ? (minimum order quantity)**

There is no MOQ per product, however to qualify for our programme a total spend of £600 is required to be accepted as a wholesale customer.

## **What is your production and delivery times.**

Production and delivery times for products vary depending on order quantity and whether we have the products in stock or if they require manufacturing. Manufactured liquid products are approximately 6 weeks from the time of payment to goods being shipped from the UK. Tweezers can vary from a 4 -12 week lead time, again depending on our current stock levels or whether they require manufacturing. Your goods will leave us either the same day or next day, via our express shipping DHL carrier which aims to deliver world wide within 3-5 business days. DHL states that the time frames given for delivery are given as a guide. They aim to deliver within these time frames - and the majority of the time they do. However, there are a small number of cases (for example, if you live in a remote area) that the shipments will take a little longer than the stated days. We at Eyelash Excellence cannot be held accountable for these delays and DHL will keep you notified on any tracking or updates regarding your delivery. For much more detailed information regarding shipping and transit times please see our terms and condition pages on our website at [eyelashexcellence.com](http://eyelashexcellence.com)

## **What are your shipping costs.**

Shipping costs depend on the destination country and the quantity/weight of your order. For an accurate quote, please reach out to us directly. We'll be happy to provide you with all the necessary information.

## **How do I order:**

It is very easy, simply email us at [info@eyelashexcellence.com](mailto:info@eyelashexcellence.com) with your order details.

## **How do I pay?**

Payment is required within 5 business days via invoice sent with card payment details. Only once payment has been received will your order be shipped, or sent off for production.

## **Am I charged VAT?**

Buyers located in then EU or are subjected to VAT which will be added to the total price. This is charged at 20%. EU buyers with a valid VAT number will need to provide us with this information in order for us to zero rate the VAT. For those outside of the EU, VAT is not applicable.

# ABOUT THE LASH RANGE



We provide a range of lash liquids, adhesives and tweezers.

All products have been tried and tested over the years to ensure they really do what they promise.

Our preparation liquids are designed to cleanse the natural lashes, creating the ideal base for attachment. The attachment liquids are formulated to bond the extensions securely to the natural lashes, ensuring a strong hold. Finally, our removal liquids are gentle yet effective, making the process of taking off the extensions a breeze without causing any damage.

Our range of lash tweezers are all designed with a specific job in hand (pickup, volume, isolation) and we have tweezers available to suit every level of lash artist.

Trust in our products to guide you through the steps for a successful lash journey, every time.



# Purchasing of samples

On our website, you can find samples of all our lash liquids and adhesives available for purchase. This is an excellent opportunity to try out our products and discover the perfect match for your lash business.

To buy them, just head over to the website and navigate to our glues and liquids section where you can find the listed samples. Add your chosen samples to the basket, complete the checkout process, and await their delivery.

It's crucial to test your samples, particularly the adhesives, promptly as their shelf life is limited due to their small size.

For more information, please refer to the website's product description.

If you need any guidance or advice regarding the samples, feel free to reach out to us.





# OUR ADHESIVES & LASH LIQUIDS

Our adhesives are crafted using top-quality ingredients and adhere to cosmetic standards.

Our Cyanoacrylate is manufactured on-site in its purest form, unlike other adhesive producers who purchase it elsewhere and do not refine it to beauty grade.

All our lash adhesives, along with our liquid products, are freshly made and shipped to us either the same day or the next day. For products ordered that are in stock and do not need to be manufactured, we hold only for 4 weeks, to ensure freshness of stock.

To maintain quality control, our adhesives are sealed to prevent moisture intrusion before opening with the provided pin.

We offer a variety of adhesives suitable for all levels of lash artists and different techniques.

Our range of lash liquids are developed using top-quality ingredients and adhere to UK & EU cosmetic standards,

We offer a variety of lash liquids such as cleanser, primer, PH Balancer, Accelerator, Post Bonder as well as remover.



# ADHESIVE RANGE



## OIL RESISTANT ADHESIVE

The strongest adhesive in the range. Developed for oily clients or those who struggle to keep lashes on.

Available in Black or Clear

**PRICE: £23.77**

**RRP: £33.95 - £44.95**

### Ingredients:

Ethyl-2-Cyanoacrylate, PMMA, BHA,  
Carbon Black (if black in colour)

### Properties:

Experience Level: All Levels

Technique: Classic type lashes only - not suitable for handmade volume

Retention: 5/5

Cure Time: 3-5 Seconds (slow)

Temperature: 19-35c (66-95f)

Humidity: 50-75%

Viscosity: Thick

Fumes: Medium

Colour: Black or clear available

We class this as a “specialist adhesive” and not a replacement for our traditional thin viscosity quick curing adhesives. This was developed to be used on those “tricky” clients only, however many lash artists, despite our recommendations choose to use this on all clients

**Shelf life: 12 months from manufacturer - 5-7 weeks once opened**





# ADHESIVE RANGE



## SUPERSONIC ADHESIVE

The fastest adhesive in our range. Super thin viscosity, magnetic grab, quick cure, non wicking. Suitable for classic and handmade volume techniques.

Available in Black or Clear

**PRICE: £18.87**

**RRP: £26.95 - £35.95**

### Ingredients:

Ethyl-2-Cyanoacrylate, PMMA, Trimethylpropane Trimethacrylate, BHA  
Carbon Black (if black in colour)

### Properties:

Experience Level: Advanced

Technique: Classic and Handmade volume fans

Retention: 4.5/5

Cure Time: 0.5 Seconds

Temperature: 19-23c (66-73f)

Humidity: 40-55%

Viscosity: Thin

Fumes: Medium

Colour: Black or Clear available

The fastest adhesive in the range, developed predominately for handmade Russian volume fans due to its super thin non wicking viscosity, magnetic grab, quick cure and excellent retention. Due to its super quick cure, this is not recommended for climates with extreme high temperatures and high humidity levels.

**Shelf life: 12 months from manufacturer - 5-7 weeks once opened**



# ADHESIVE RANGE



## ULTRA FAST ADHESIVE

The second fastest adhesive in our range. Thin viscosity, magnetic grab, quick cure, non wicking. Suitable for classic and handmade volume techniques

**PRICE: £16.77**

**RRP: £23.95+ £33.95**

### Ingredients:

Ethyl-2-Cyanoacrylate, PMMA, BHA  
Carbon Black

### Properties:

Experience Level: Intermediate

Technique: Classic and Handmade volume fans

Retention: 4/5

Cure Time: 1 Second

Temperature: 19-24c (66-75f)

Humidity: 45-60%

Viscosity: Thin

Fumes: Medium

Colour: Black

Suitable for handmade volume fans, however the slowest of our volume adhesives. Therefore suited best to those newer to volume or who work in higher temperature and humidity environments and where volume lashing with our Supersonic would not be suitable.

**Shelf life: 12 months from manufacturer - 5-7 weeks once opened**



# ADHESIVE RANGE



## PEARL ADHESIVE

Available in Clear only, a very popular classic lash adhesive with good retention which copes well in warmer climates.

**PRICE: £16.77**

**RRP: £23.95 - £33.95**

### Ingredients:

Ethyl-2-Cyanoacrylate, PMMA, BHA, Trimethylpropane Trimethacrylate

### Properties:

Experience Level: Intermediate

Technique: Classic lashing only

Retention: 4/5

Cure Time: 1.5-3 Seconds

Temperature: 19-24c (66-75f)

Humidity: 45-65%

Viscosity: Medium

Fumes: Medium

Colour: Clear

Available in Clear, suitable for those intolerant to the Carbon black which is added to black adhesives. This clear adhesive provides a clean look, has a good grab and great retention.

**Shelf life: 12 months from manufacturer - 5-7 weeks once opened**



# ADHESIVE RANGE



## ONYX ADHESIVE

A lovely flexible adhesive well suited to the novice as well as intermediate lash artist due to its slower cure time. A very forgiving glue with a good magnetic grab and which copes well at higher levels.

**PRICE: £16.77**

**RRP: £23.95+ £32.95**

### Ingredients:

Ethyl-2-Cyanoacrylate, PMMA, BHA, Trimethylpropane Trimethacrylate, Carbon black

### Properties:

Experience Level: Novice (and intermediate classic artist)

Technique: Classic type lashes only - not suitable for handmade volume

Retention: 3.5/5

Cure Time: 2-3 Seconds

Temperature: 19-24c (66-75f)

Humidity: 45-65%

Viscosity: Medium

Fumes: Low

Colour: Black

An easy to work with “forgiving” lash adhesive. Suitable for novice lash artists, who require a slower curing flexible adhesive but it still provides a great grab unlike most slower curing novice adhesives.

**Shelf life: 12 months from manufacturer - 5-7 weeks once opened**



# ADHESIVE RANGE



## TOPAZ ADHESIVE

Our “sensitive adhesive” from the range due to lower levels of cyanoacrylate present. Developed for clients who show a mild intolerance to lash adhesive and request a sensitive alternative.

**PRICE: £16.07**

**RRP: £22.95 - £31.95**

### Ingredients:

Ethyl-2-Cyanoacrylate, PMMA, BHA, Carbon Black

### Properties:

Experience Level: Novice

Retention: 3

Cure Time: 3+ Seconds (very slow)

Temperature: 19-24c (66-75f)

Humidity: 45-65%

Viscosity: Medium / Thick

Fumes“ Low

Colour: Black

A “very” slow curing thick adhesive. Only recommended to be used on clients who require a sensitive option. “Sensitive” adhesives are hard to work with, they offer little grab, a very slow cure and limited retention. suggested only as a back up adhesive for the select client.

**Shelf life: 12 months from manufacturer - 5-7 weeks once opened**



# LASH CLEANSER



## FOAMING LASH CLEANSER

Our gentle lash cleanser is the perfect Pre-treatment to effectively cleanse both the eye/eye area as well as eyelash extensions prior to the treatment.

**PRICE: £8.36**

**RRP: £11.95 - £16.95**

### Ingredients:

Water, Cocamidopropyl Betane, Dipropylene Glycol, Glycerin, Potassium Cocoyl Glutamate, Butylene Glycol, Pentylene Glycol, Sodium Cocoyl Glutamate, Sodium Hyaluronate, Dipoyassium Glycyrrhizate, Aesculus Hippocastanum Horse Chestnut), Seed Extract, Arnica Montana Flower Extract, Hamamelis Virginiana (Witch Hazel) Leaf Extract, Hedera Helix (Ivy) Leaf/Stem Extract, Vitis Vinifera (Grape) Leaf Extract, Malus Domestica Fruit Cell Culture Extract, Xanthan Gum, Silver Oxide, Calcium Sodium Borosilicate, Phenoxyethanol, Lecithin, PEG-20 Glyceryl Triisostearate, Citrus Aurantium Dulcis (Orange)

### Information

Specially developed for use with eyelash extensions, this mild formula is perfect for cleansing the eye area before applying eyelash extensions and for cleaning the extensions before an infill. Designed to be gentle on the extensions while eliminating oils and debris that might impact the adhesive bonds. Additionally, it can be recommended to clients as part of their post-care regime.

### Shelf life

12 months from manufacturer

6 months once opened



# LASH CLEANSER



## ALOE VERA LASH CLEANSER SACHETS 100 PACK

These Aloe Vera lash cleanser sachets are specially formulated to be kind, gentle and suitable for all skin types. Antibacterial properties to assist. can be sold as bulk or split into smaller packs (10/20/50 etc)

**PRICE: £140 (PACK OF 300)**

### Ingredients:

Aqua (Water), Aloe Barbadensis Leaf Juice, Sodium Laureth Sulfate, Sodium Polyphosphate, Phenoxyethanol, Cocamide DEA, PEG-7 Glyceryl Cocoate, Cocamidopropyl Betaine, Panthenol, Glycerin, Saccharide Isomerate, Tocopherol, Citric Acid, Ethylhexylglycerin, Sodium Citrate, Sodium Methanolate, Disodium EDTA, Cetrimonium Chloride, Caprylyl Glycol

### Information

These lash cleanser sachets offer lash artists a convenient solution to provide clients with lash shampoo that they can easily prepare at home. This retail product is well-liked by both lash suppliers and artists.

### Shelf life:

18 months from manufacturer

2 weeks once diluted



# PRIMER



## PRIMER

Primer is used to remove natural oils, moisture and debris from the natural eyelashes to ensure a clean surface as well as aid in lash retention.

**PRICE: £8.05**

**RRP: £11.50 - £15.95**

## Ingredients:

Primer – Isopropanol alcohol

## Information

An alcohol based, pre-treatment used before the application of eyelash extensions. Specifically formulated to prepare a clean surface before beginning the lash treatment, It also works by opening up the cuticle layer, making the surface of the lash rougher. This causes the glue to adhere to the natural lash better, creating a better bond between the natural and artificial lash, resulting in better retention.

## Shelf life:

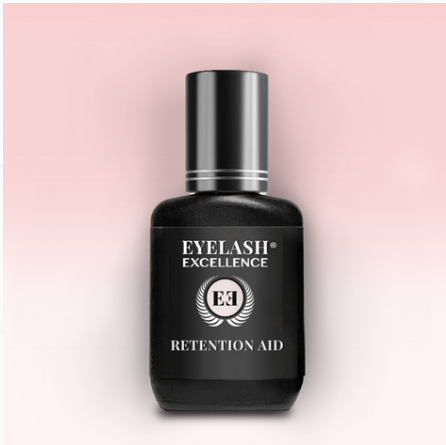
18 months from manufacturer

6 months once opened





# PH BALANCER



## PH BALANCER (Retention Aid)

Designed to neutralise the surface of the natural lash. Assists with the grab, bond and longevity of the eyelash extensions.

PH LEVEL 7.5-8.5

**PRICE: £13.27**

**RRP: £18.95 - £24.95**

### Ingredients:

Denatured alcohol, water, biotin

### Information

A pre-treatment used to help neutralise the natural lashes, create the perfect PH level and provide the correct base for attachment of the extensions. Each client will have a different natural PH level which can effect the bond. By neutralising the surface level, we create the perfect attachment.

Applied to the natural lashes as the last step prior to lash application, Can be re-applied throughout the set as required.

### Shelf life:

18 months from manufacturer

6 months once opened



# ACCELERATOR



## ACCELERATOR (Speedy lash)

Designed to help speed up the cure of the extensions. Suitable for use in low temperature and humidity as well as assist with handmade fans which may want to close on release.

**PRICE: £11.87**

**RRP: £16.95 - £20.95**

### Ingredients:

Water, Alcohol Denat, Isopropanol, Biotin

### Information

Applied to the extensions on the strip, not the client.

The use of cyanoacrylate-based accelerators, help to catalyse the curing reaction of the adhesive. These accelerators promote faster polymerisation, leading to quicker drying and bonding of the adhesive. Re-apply to the lash strip every 15-20 mins due to evaporation.

Suitable when room levels are low, or for when Russian volume hand made fans keep closing. Also prevents adhesive from wicking (a capillary action which causes some adhesives to travel up the extension).

### Shelf life:

18 months from manufacturer

6 months once opened



# POST BONDER



## POST BONDER (Rapid Cure)

Designed to quickly seal and cure the bonds after application. Limits exposure to uncured cyanoacrylate vapours. Also includes Biotin to promote lash health and strength.

**PRICE: £13.27**

**RRP: £18.95 - £26.95**

### Ingredients:

Water, denatured alcohol, sodium hydroxide

### Information

A post-treatment applied 2-5 minutes after the last extension has been applied. Use sparingly on the adhesive bonds to quickly cure the adhesive. This product cures adhesive from the outside in compared to moisture alone which cures from adhesion point.

Uncured adhesive is now film form whilst it still continues to cure from beneath. This also reduces the possibility of sensitisation as it has encapsulated the vapours.

The alcohol and sodium create the correct cure whilst maintaining the bond strength and also flexibility, biotin adds strength and conditioning to the lash.

### Shelf life:

18 months from manufacturer

6 months once opened



# GLUE REMOVER



## **COSMETIC GRADE GLUE REMOVER/DEBONDER**

High Grade

Removes eyelash extensions.

Gentle formula to soften the adhesive bonds and allow the safe removal of the extensions.

**PRICE: £9.45**

**RRP: £13.50 - £19.95**

### **Ingredients:**

Propylene carbonate, Silica Dimethicone Silylate, PEG-12, Tributyl Citrate, Aqua, Phenoxyethanol, Ethylhexylglycerin.

### **Information**

A gentle debonder to assist in the removal of eyelash extensions. The safest lash remover on the market due to its cosmetic grade propylene carbonate, not found in other removers.

Lash removers are in-fact one of the most “potent” lash liquids used in the treatment. They can cause serious discomfort and harm if used incorrectly, however the quality and ingredients are often over looked and many contain formulas which extremely harmful to they eyes and skin.

### **Shelf life:**

18 months from manufacturer

6 months once opened



# VOLUME TWEEZERS



## BOOT VOLUME TWEEZER (ROUND)

Designed for the Russian volume pickup technique. The larger head and sharp tips of these volume tweezers, provide a larger sweet spot (grab area) for fans from 2-8D. Suitable for the novice to advanced volume lash artist, with an extra grip design, well balanced and gentle tension to reduce hand/wrist strain. Hand tested for precision. Length: 115mm

**PRICE: £17.47**

**RRP: £24.95 - £34.95**



## POLARIS VOLUME TWEEZER

Designed by Frankie Widdows. A high grade precision volume tweezer, perfectly balanced with a super sharp tip and built up head to offer extra precision. Fiber tipped to assist with finer extensions such as 0.03mm. Upright design, suited to those who prefer tweezers with a 90 degree head. Suited to the medium to heavy handed lash artist. Length: 123mm

**PRICE: £31.00**

**RRP: £45.00 - £55.00**



## ORION VOLUME TWEEZER

Designed by Frankie Widdows, the sister tweezer to the Polaris. A high grade precision volume tweezer, perfectly balanced with a super sharp fiber tip head. Less angled than the Polaris tweezer. Suited to the medium to heavy handed lash artist. Length: 122mm

**PRICE: £31.00**

**RRP: £45.00 - £55.00**

# ISOLATION TWEEZERS

Our Isolation tweezers are designed to assist with the isolation of the natural lashes. With exceptions, we do not recommend that these be used for pickup due to the shape. Lightweight with a light to medium close.



## DELUXE EXTRA LONG TIP ISOLATION

Extra Long Tip Isolation tweezer, our best selling isolation tweezer. Our "Deluxe" version of this tweezer is the upgrade to other similar looking extra long tip, don't get the two confused! It offers an extra super duper sharp head and glossy finish. Isolate with ease as you watch the long head make light work of even the most stubborn natural lashes. Perfect for the client with deep set eyes where the long head is required to negotiate the orbital bone.

This Extra Long Tip Isolation Tweezer is also suited for lashing those difficult inner and outer sections of the eye. A well balanced lightweight tweezer with the perfect tension to reduce hand fatigue.

Dimensions:  
Length excluding head: 95mm  
Head length: 30mm

PRICE: £17.47  
RRP: £22.95 - £32.95



## CLASSIC STRAIGHT TWEEZERS

A simple yet effective lash tweezer used for isolation of the natural lashes. Although many lash artists favour the curved isolation tweezer, there is still a demand for the straight tweezer. Its shorter body length suits those with smaller hands.

Length: 120mm

PRICE: £7.35  
RRP: £10.50 - £19.95

# ISOLATION TWEEZERS



## SHORT TIP PICKUP/ISOLATION TWEEZER

Although an isolation tweezer, it can also be used for classic pick up techniques. A lightweight well balanced tweezer with a nice sharp tip. Due to its angled head, it assists with isolation on lower layer lashes which can sit very low on the lash line.

Body length: 124mm

Head length: 5mm

**PRICE: £11.55**

**RRP: £16.50 - £24.95**



## LONG TIP PICKUP/ISOLATION TWEEZER

Similar to the above tweezer, however with a slightly longer head. This helps to provide isolation on slightly more deep set eyes.

Body length: 122mm

Head length: 7mm

**PRICE: £11.55**

**RRP: £16.50 - £24.95**

# FOUR STEP ORDER PROCESS

1

## VIEW OUR CATALOGUE

Take a look at the range of products that we offer for wholesale.



2

## EMAIL US YOUR ORDER

Email us with your order details to;  
[info@eyelashexcellence.com](mailto:info@eyelashexcellence.com)



3

## PAY YOUR INVOICE

Once your invoice has been paid, your order will either be sent out (if in stock) or go into production.



4

## WAIT FOR YOUR ORDER

We will keep you updated as to your order status.





# TERMS & CONDITIONS

## DEFINITIONS

"Supplier" refers to Eyelash Excellence LTD, the provider of goods and services. "Buyer" refers to the individual, company, or entity purchasing the goods. "Goods" denotes the finished products, raw materials, or services supplied by the Supplier to the Buyer under this wholesale agreement. "Conditions" encompass the terms and conditions outlined in this document, along with any additional terms agreed upon in writing by the parties involved.

## ACCEPTANCE OF ORDERS

1.1 All orders are accepted by Eyelash Excellence LTD solely subject to these terms, which constitute the wholesale contract. These terms supersede any other terms unless otherwise agreed upon in writing.

1.2 A binding contract is established upon receipt of an official Purchase Order from the Buyer, whether received via email or printed document. This order, along with these Standard Terms of Sale, constitutes the entire agreement between the parties, replacing any previous contracts or agreements. The Supplier bears no responsibility for errors or misunderstandings on orders not placed or confirmed in writing.

1.3 Cancellations are not accepted once the manufacturing or dispatch process has commenced.

1.4 Quotations remain valid for 30 days from the date of issue.

## SPECIFICATION OF GOODS

2.1 Unless specified otherwise in writing, materials and manufacturing of the goods are at the discretion of Eyelash Excellence LTD.

2.2 The suitability of goods for any particular purpose is at the Buyer's risk unless specifically stated otherwise. The Supplier provides advice and recommendations in good faith but without legal responsibility.

2.3 Eyelash Excellence LTD agrees to deliver goods of satisfactory quality in accordance with any descriptions stated in the order form and any samples provided.

2.4 All intellectual property rights to the products remain with Eyelash Excellence LTD, including designs, formulas, and manufacturing processes.

2.5 Material Safety Data Sheets (MSDS) can be requested.

## **COSMETIC REGULATIONS & STANDARDS**

2.6 Eyelash Excellence LTD ensures that all products comply with current UK/EU regulations and standards. The Buyer is responsible for ensuring that their products are registered correctly to comply with the regulations of their respective countries for wholesale.

2.7 If the buyer is outside of the EU, it is their responsibility for ensuring compliance with local regulations if selling products internationally. Buyers must obtain any necessary approvals or certifications for wholesaling Eyelash Excellence products outside the UK/EU at their own risk and cost.

## **Confidentiality & Non-Disclosure & Intellectual Property**

3.1 Formulations, methods, specifications, and related information remain the property of Eyelash Excellence LTD.

3.2 All parties must treat any information as Confidential Information and refrain from disclosing it to third parties.

3.3 Due to ongoing contracts and proprietary processes, buyers and customers are not permitted access to Eyelash Excellence LTD manufacturing facilities.

## **DELIVERY OF THE GOODS**

4.1 Delivery times/lead times are estimates and not guaranteed. The Buyer is responsible for off-loading and indemnifies the Supplier for any damage or liability.

4.2 The buyer is responsible for any import tax/duty applied by their own customs.

## **ACCEPTANCE OF THE GOODS & COMPLAINTS**

5.1 The Buyer shall inspect the goods on delivery and shall, within 3 working days of delivery, notify the Supplier of any shortages, damages, or failure to comply with the order. In the event of a complaint, the Buyer shall afford the Supplier an opportunity to inspect the goods within a reasonable time before any use of the Goods. Failure to comply within these provisions shall result in the Goods being conclusively presumed to be in accordance with the order and free of any damage or defaults.

5.2 The type of products manufactured and supplied by Eyelash Excellence LTD have a predetermined shelf life/expiry date. It is the responsibility of the Buyer to be aware of this and rotate stock accordingly. Additionally, the Buyer is responsible for disposing of out-of-date stock responsibly.

5.3 The type of products manufactured and supplied by Eyelash Excellence LTD may require specific storage conditions. It is the responsibility of the Buyer to adhere to these conditions.

5.4 Customer complaints regarding the quality or condition of the wholesale products must be submitted to the Supplier in writing within 3 business days. The Supplier will investigate the complaint promptly and provide a response within 3 business days. If the complaint is found to be valid, the Supplier will take appropriate action to rectify the issue, which may include replacement of the product or issuance of a refund. The Supplier may request additional information or evidence from the Buyer to assist in the investigation of the complaint.

#### **REFUND POLICY**

6.1 Any refunds are at the discretion of management.

#### **TERMS OF PAYMENT**

7.1 Unless otherwise agreed in writing between the parties, the Seller shall invoice the Buyer upon confirmation of order and prior to manufacture/dispatch. Payment of invoices shall be made by the Buyer in full and cleared funds to the Seller's nominated bank account within 5 days of the invoice date. Manufacture of the products will only commence once payment has cleared.

#### **VAT (TAX)**

7.2 Buyers located in the EU are subjected to VAT which will be added to the total price (excluding any shipping costs). This is charged at 20%. EU buyers with a valid VAT number will need to provide us with this information in order for us to zero rate the VAT.

#### **TERMINATION**

8.1 Either party may terminate this Contract with 30 days' written notice.

#### **ENTIRE AGREEMENT**

9.1 This Contract constitutes the entire agreement between the parties and supersedes all prior agreements and understandings, whether written or oral, relating to the subject matter herein.

#### **GOVERNING LAW**

The laws of Scotland, England & Wales govern this contract.



# THANK YOU!

## CONTACT US!



email: [info@eyelashexcellence.com](mailto:info@eyelashexcellence.com)



@eyelashexcellence

[www.eyelashexcellence.com](http://www.eyelashexcellence.com)