EYE STYLING

& LASH MAPPING

By Frankie Widdows
Hey there, beautiful people!

My name is Frankie Widdows. I am the founder of Eyelash Excellence LTD as well as a Master Lash Artist, Trainer, Lash Judge and speaker at the world’s biggest lash events.

I have specialised solely in Lash extensions since 2012, which means I can dedicate all of my time to this subject.

I have travelled the world sharing my techniques in all things lashes and have built a reputation of being an expert at lash styling.

One of my roles as a lash judge is to ensure that my styling knowledge is always up-to-date. Therefore, I always continue in my own education of taking lash classes as well as learning all I can about the subject.

I love to share my knowledge with others to help inspire and empower fellow lash artists.
I started out as a terrible lash artist, due to poor training and the lash industry being very new.

Back then, we never had advanced courses, lash styling master classes, access to SM or platforms such as YouTube to assist us. As a lash artist you were on your own, working with poor products (classic lashes and sensitive glues only). As such, my lash sets were rubbish!

However, I soon knew I loved lashes and took myself on the journey to learn to be the best I could whilst sharing my lash passion with others.
I got better :) 

Luckily, I got better! But it wasn't plain sailing. I made many mistakes along the way but I never gave up. From every mistake I continued to learn and grow as a lash artist.

I continued to challenge myself, seeking out difficult clients to work on to really push my skills.

I continued with my education, seeking out those select few trainers and lash artists who I aspired to be as good as. I saved up my money and spent my time travelling to train with them so I knew I was investing in myself to become one of the best.

I really hope you enjoy this FREE guide. All I ask, if you have a few moments, is that you leave me a product review on the website :) 

Love
Frankie
THE POWER OF LASH STYLING

The ability to style your clients is a fundamental part of the job of a lash artist. However, it is a skill many lash technicians lack or simply bypass. Understanding styling is a super in-depth subject which takes years to master and really requires the lash artist to take several dedicated styling courses to fully understand. You may be able to apply the best set of lashes ever... however fail to style that client correctly and the results can be disastrous.

I have put together this quick and easy-to-understand visual guide to assist you in understanding the basics of which lash styles will best suit your clients, free of charge.

Remember, this guide is just the very tip of the iceberg when it comes to this super in-depth subject. Therefore, I recommend if you have yet to take a designated lash mapping and styling course, then please do so. It will be an investment that you will never regret......trust me!!!
THE 4 MAIN LASH STYLES

Below you will see the 4 main lash styles used by most lash artists. Please bear in mind that this is just a quick, easy-to-follow guide and advanced lash styling requires some styles to be combined.

ROUNDING STYLE

Height over the pupil.
Creates a lifted effect.
Draws eyes closer together

DOLLY STYLE

Height over most of the middle section of the eye.
Creates an open eye effect.
Draws eyes closer together

KITTEN STYLE

Height over outer third of the eye.
Creates an elongated open-eye effect.
Draws eyes further apart

CAT STYLE

Height at the very outer section of the eye.
Creates an extreme elongated effect.
Draws eyes further apart
Below you will see the basic lash maps that apply to each lash style. Of course they will always be adapted, but from these maps you can see the shaping of the set.
Let us start with the easiest type of client: The one with the balanced features. This is a client who can pretty much wear any type of lash style and it will work.

Eyes are neither uplifted, downturned, wide set, close set, deep set, hooded or protruding.

Sadly it is very rare that you will meet a client like this, as most of us have some feature from the list above. This is why I have had to use an AI image, because it is almost impossible to find someone who is this balanced.

However, if you do have a client like this, the job of styling is relatively easy and I recommend asking the client their preferences.
You will meet clients who may not be completely balanced, but will have features that still allow any style to work. This model below is a little wide set, however, the overall features are very balanced and will support any style.

- Uplifted
- Downturned
- Wide set (very slightly)
- Close set
- Deep set
- Protruding
- Hooded
- Singular eye lid

Let us look at the different lash styles applied to this model on the next page.
Below you can see how each lash style works well on this balanced client.

- Rounding Style
- Dolly Style
- Kitten Style
- Cat Style
The wide set eye has a gap between the eyes which is greater than the width of the eye.

Let us look at the different lash styles applied to this model on the next page...
Although, aesthetically, all of these styles look OK on this pretty model. If we wanted to draw the eyes closer together we would need to use a Rounding or Dolly style.
CLOSE-SET EYES

The close-set eye has a gap between the eyes which is less than the width of the eye.

Let us look on the next page at some different lash styles applied to this model...
We can clearly see how the Cat style really works to draw out the close set features and balance the eyes. The Rounded style only draws the eyes closer together and distorts the eyes.
The uplifted eye has corners that turn upwards and are higher than the inner corner.

Let us look at the different lash styles applied to this model on the next page...
The uplifted eye is usually classed as an "attractive" eye shape which can technically support any style. However, I personally try to stay away from Rounded or Dolly styles which I feel add too much lift to the eye and makes it look much shorter. Instead I always like to draw the eye out if possible.
ROUND/PROTRUDING EYES

The round/protruding eye is large and circular. There will also be a lot of the white of the eye showing and a gap between the iris and upper and lower eye lid. In extreme cases, there can be medical conditions (usually hormone related) that can cause the eyes to protrude.

Let us look on the next page at the different lash styles applied to this model...
When dealing with very round eyes or cases of thyroid diseases, which can cause the eyes to bulge severely or protrude out of the head, consider the use of the Cat or extreme Eyeliner effect. The Kitten style may work on some clients. Adding any height/lift to this eye shape will only make the eyes look more round.
The hooded eye has folds of skin covering the eyelid. This skin usually hides the natural lashes to some extent and makes the eyes look small, sleepy or downturned.

Let us look at the different lash styles applied to this model on the next page...
Hooded eyes tend to require a Dolly lash style to add extra height, length and lift across the entire eye to extend out and up over the hooded skin. Avoid elongated styles such as the Cat or Kitten effect which provides little length near the inner section of the eye and therefore will fail to cover the folds of skin.
The deep-set eye is set further back into the eye socket/skull and gives the appearance of a more prominent brow bone. This position of the eye being set back in the head can make the eye appear smaller or hooded. On some clients a dark shadow can be created due to this eye shape.

Let us look on the next page at the different lash styles applied to this model...
The Deep-set eye is set far back in the head. Therefore, a lash style with lots of length from inner to outer is required. This is why the Dolly style can work well on this type of eye as it provides length across most of the eye. Avoid styles such as the Cat which provides zero length near the inner/middle zones.
The downturned eye has corners that turn downwards and are lower than the inner corner. This eye shape can make the client look sleepy.

Let us look at the different lash styles applied to this model on the next page...
Avoid any lash style with length at the very ends. This will draw the eye down even further. Instead, choose styles which provide lots of height over the middle such as the Rounding, or Rounded Kitten, styles. Keep the outer sections of the eye very short.
The same basic principles of styling apply to mature clients. However, there are some simple guidelines to follow. Most mature clients will have hooded/heavy looking eyes, as well as delicate natural lashes, especially in the inner and outer zones. For this reason, where possible, I like to favour the Rounding style, or Kitten/Rounded style, which helps to open the eye as well as lengthen it. This can help to make the eye look longer and therefore bigger (more youthful).

The typical "one style suits all" can have disastrous results on mature clients. See how the long lengths overpower the features and drag the eye downwards. Instead, the Rounded style offers lift to open the eye, as well as providing an aesthetically suitable style for this mature client.

NB: This is an image of mine, which you may have seen a lot on SM. It gets stolen all of the time due to its popularity, but you can see the original image on the left and my styling designs on the right.
If you have never used brown eyelash extensions before then you are missing a trick! Especially on the more mature client where black is far too bold! Chocolate brown is one of my favourite colours as it offers a deep rich brown tone with enough depth to add definition to the eye. It works so well on mature clients who still desire that dark look but without it being too OTT!

Below you can see chocolate brown lashes used in 3 different ways:

- 100% Brown applied to all layers.
- Top layer black. Middle & lower layer brown.
- Cocktail mix of black and brown through all layers.

Check out my brown YY lashes on my shop. Perfect for mature clients as well as those with fairer complexions.
Let's look side by side at the same client wearing black vs brown eyelash extensions.

Black extensions are far too severe on this client as they overpower her features and look very unsuitable. Whereas the brown set is much more suited, compliments the client's skin tone and is much more appropriate.
If you have not yet jumped on the YY trend ... you need to!
The YY lash is one of my most favourite types of extensions and works so well on the more mature client. Come and check them out on my shop.
NEVER UNDERESTIMATE THE IMPORTANCE OF STYLING

That 'one style suits all' is the main reason why most lash artists' work look the same. They will settle for average looking results when it comes to styling their clients. This is not done deliberately by most but instead is a lack of understanding as to the true meaning of being a "Lash Artist".

One of the most important factors of gaining clients and keeping those clients is being able to offer them something that nobody else can. Imagine being the only lash artist in your area with a reputation for being able to style every client you meet.

This is not a dream. It can easily be your reality!

MY STORY....

I knew from very early on in my lash career that I wanted to learn how to style clients correctly. My round, droopy, uneven eyes meant that no one has ever been able to style me correctly, so I wanted to cater for similar clients.

Within 6 months of practising the art of styling, my lash books were full. News in my town had soon spread that I was the expert at lashes and my phone would not stop ringing! From here, my work became recognised within the lash industry and invites came flooding in to judge at lash events as well as teaching my techniques in other countries.

All of this from learning how to style clients correctly!

I want other lash artists to build a successful business like my own. This is the reason why I teach these subjects to my students. As a lash judge I have to be at the very top of my game which is why I honestly believe my lash courses are the best out there. I have spent years learning my craft which I teach to others and to the highest standards out there. My technical knowledge on lash styling is due to years of dedication to this subject as well as continuing in my own education and training with other top lash artists across the globe.
WHAT NOW?

I really hope that the content in this guide has provided you with some valuable information to assist you in starting to understand how to style your clients correctly.

Please remember that what has been covered in this quick guide is only the very tip of the iceberg and has hardly scratched the surface when it comes to the super in-depth subject of lash styling.

I have been studying this subject for over 10 years and there is still so much more I have to learn, which just shows how much there is to it.

If you have enjoyed this subject and want to learn more then what now?

LEARN WITH ME

I invite you to join my super in-depth online Eye Styling & Lash mapping course which will teach you how to become an expert at styling and lash mapping and be able to cater for every client you meet.

You can of course bypass this course and choose to do your own research and take the same time consuming journey that I have over the past 10 years. Or simply save time, money and stress by fast tracking this subject as well as bypassing the many mistakes I made time and time again.

Dive head first into my step-by-step online course, combining 10 years of styling experience, as well as my knowledge gained from training with other top lash artists and my years judging at top level around the world.

Ask yourself this....

Where else will you get access to top class competition-standard advanced styling and mapping and finally understand how to style your clients the same way that the top lash artists do?
WHAT DOES MY ONLINE EYE STYLING & MAPPING COURSE INCLUDE?

My online eye styling and mapping course contains 18 modules of ready to watch easy to follow videos. My super in-depth content guides you step-by-step through every element of lash styling.

Download your FREE 157 page digital manual and then work through the online videos with me. I will show you every hint, tip and trick there is so you fully understand how the top lash artists create their masterpieces.

SUBJECTS COVERED

- The importance of styling
- Facial features to consider
- The 14 difference eye shapes
- 4 main brow shapes
- Eyelid Vs brow space
- The 6 main face shapes
- The natural lash curls
- Dealing with crazy natural lashes
- The different curls of extensions
- What is the job of each curl?
- The M curl
- How to correctly use flatter curls
- Mixing curls & transitioning
- Skipping curl lengths
- Mixing curls: examples
- Complicated mixed curls
- Controlling the height of extensions
- Creating the sharp top line
- How do we lash the layers?
- Wide layers
- Direction & uniformity
- Uniformity for full looking sets
- Applying extensions at extreme angles
- Creating direction
- Lash mapping
- Identifying the highest point
- Hybrid sets
- Wispy/spiked sets
- Good vs poor examples
- Step-by-step for wispy sets
- Creating spikes
- Mapping the wispy/strip lash look
- The eyeliner effect
- Eyeliner mapping
• Eyeliner direction
• Correct vs incorrect
• UK version Eyeliner effect
• Lash lengths
• Correct vs incorrect lengths
• Mapping & Styling, the reality
• Downturned eyes
• Close set eyes
• Wide set eyes
• Round/protruding eyes
• Hooded eyes
• Narrow eyes
• Monolid eyes
• Uplifted eyes
• Round/wide/uplifted eyes
• Red heads
• Dark skin tones
• Tear drop eyes
• When any style visually works
• My trickiest client

• Working with mature clients
• Mature client tips
• Uneven/asymmetrical eyes
• Uneven lower lash lines
• Example 1 styling
• Example 2 styling
• Example 3 styling
• Asymmetrical eye shape
• Wet lash look for uneven eyes
• Corrective student work
• Tips for uneven eyes
• Male lashing
• Male lashing top tips
• Brown extensions
• Coloured extensions
• Working with coloured layers
• My coloured sets
• Combining different curl colours
• Go white
• Different colour lengths per layers
• and more....

BONUS MATERIAL

• 15% lifetime student discount off products
• Discounts off other online courses
• Unlimited aftercare support
• Course content never expires
• Watch on any device
• Free downloadable styling/mapping sheets
• Free course updates
• Certification options available
So, if lash styling is a subject that still confuses you, then today is the day to start the next chapter of your lash career.

Every course you take is an investment into your future as a lash artist and opens new windows of opportunity for your business.

Grow your client list and close your books when you become well known in your area for being that expert lash artist who can offer bespoke lash sets to every client.

What are you waiting for?

If you don't follow me on Instagram, why not click on the icon to check out my page where I share lots of styling posts and educational content to assist.

If you have decided today is the day to start learning, then please click below to enrol on my course.

Don't forget, I love to teach and chat with other like minded lash artists, so I am always contactable...

If you have any questions please contact me at:

frankie@eyelashexcellence.com

Love
Frankie