



**EYELASH  
EXCELLENCE**



# PREP & PRIME

*THE REAL TRUTH*

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*By Frankie Widdows*

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# Hello :)

My name is Frankie Widdows, I have been a lash artist for 12 years and in that time have tried and tested pretty much every prep and prime product on the market.

I continue to see people struggling with retention and there is always a long line of lash artists, or lash suppliers ready to suggest all the different products you should use. Each will provide you with the promise that if you use every one of these products then you will never suffer with retention problems again.

I am here to provide you with a no nonsense, keep it simple approach based on my own real life "hands on" experience of working with real clients and testing the different results.



# The Truth



I am always a "less is more" kind of lash artist. I keep it simple and this has always worked for me with consistent excellent retention on my clients, all through "keeping it simple!!!

The eye and its surrounding area is such a delicate part of the body, therefore where possible I always want to limit the exposure to multiple products that I feel are completely unnecessary.

Over exposure to products is the reason for most reactions and the use of too many products can cause irritation and dehydration to the area.

Please don't think you need to be using a load of prep and prime products at the start of the set, you do not! And this is why I only sell the select few necessary items that you need.

Please let me provide you my "keep it simple' approach to what you really need.

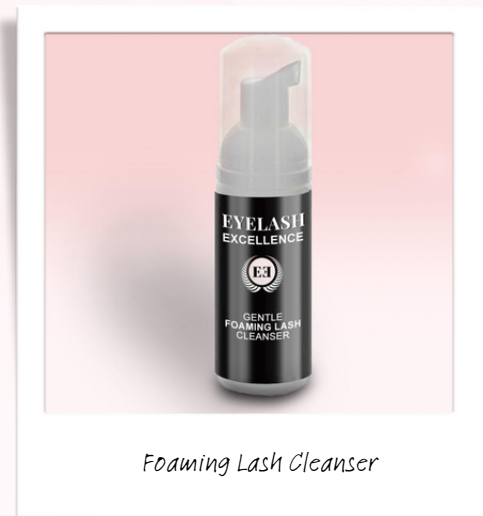
Let's go.....



# STEP 1 - CLEANSE

## FOAMING LASH CLEANSER

Foaming lash cleanser is the perfect product to cleanse the natural lashes at the start of the treatment and can also be used by the client for aftercare too. This gentle product removes oils and makeup debris which can create a barrier between the extensions and natural lashes. It prepares the lashes perfectly ready for the application of eyelash extensions.



It is important to use a designated lash cleanser so that it doesn't contain any ingredients which can form a barrier and affect the bonds. Lash cleansers that are designed for the treatment of eyelash extensions will usually have antibacterial properties which are paramount to help prevent infections and to keep natural lashes, the extensions and the the eye area squeaky clean.

Always ensure that you rinse off your lash cleanser with distilled water or cooled boiled water from the kettle, this helps to create a sterile and neutral surface to apply your eyelash extensions to.

At Eyelash Excellence we provide two types of lash cleansers, one in a foam pump ready to go as well as lash cleanser sachets. You can also purchase individual empty foamer bottles which you can give to your clients so that they can make up their own treatment at home.

How to use:

Pump onto either a lash cleansing brush or cotton wool rounds. Work into the natural lashes and remove with water.



# STEP 2- PRIME

## PRIMER



*Primer*

Lash Primer is a pre treatment used on the natural lashes prior to the application of extensions. Some say it removes oils, other say it raises the cuticle of the hair or changes the PH levels of the lashes. It all depends on what ingredients are present in your Primer.

Personally, I recommend that primer is optional and is not required on every single client, however this is a product I will always have on my lash trolley. I tend to use this only on clients who are naturally oily or struggle with retention.

Some Primers are known to dry the natural lashes out which can be a good thing on clients who are naturally oily. But for clients that are not we don't want to be removing excess moisture from the natural lashes. Remember, lash adhesive uses moisture to help it cure therefore some moisture in the natural lashes assists with the glue curing correctly.

Personally, I have tested both using primer and not using primer and did not find any difference when using it on clients that were not oily. For this reason I will only use Primer on those clients who are oily.

**How to use:** Use a micro-brush to apply to the base of clean dry natural lashes. Do not over saturate.

# STEP 3- PH BALANCE

## RETENTION AID

This is a fantastic product which "old school lash artists" like myself did not have available back in the early lash days. This product really does make a difference, not only to increase retention but also how well the extensions attach to the natural lash (you really can notice the magnetic grab it creates).



*Retention Aid*

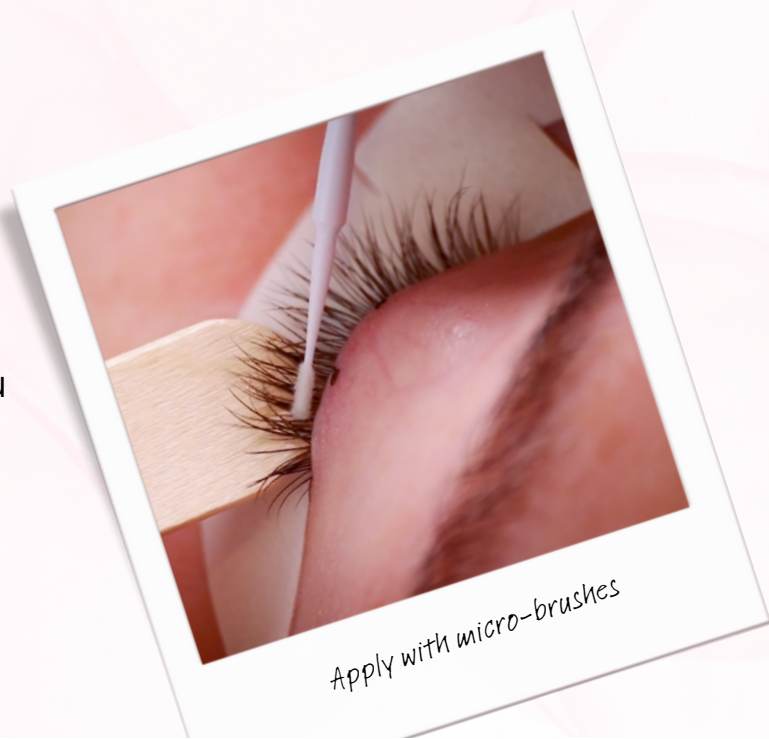
It is important that we always balance the PH levels of the natural lashes so that the extensions will grab and bond well. Every single client will have a different PH level in their natural lashes, whether naturally or due to the products that they use. Therefore it is important that we use a PH balancer to balance the levels before we can apply eyelash extensions.

When I first tested this product several years ago I was amazed at how much longer the retention of my clients eyelash extensions were. This is a product that I never lash without.

How to use:

Apply using micro-brushes as your last step before applying the extensions.

You can reapply during the set if you feel your extensions are no longer grabbing.

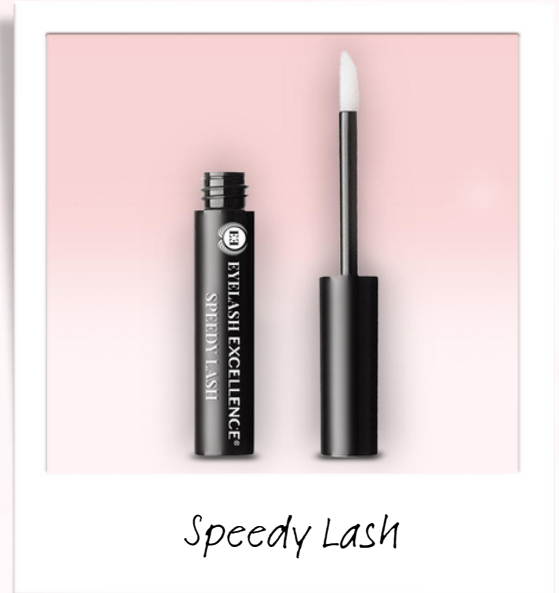


*Apply with micro-brushes*

# STEP 4- ACCELERATOR

## SPEEDY LASH

Accelerators such as our Speedy Lash, speed up the cure of the adhesive. They can also assist when working with adhesives that like to wick ( a capillary action where the glue bead will travel up the base of the extension). These products will help to hold the glue at the base of the extension as well as preventing a hand made volume fan from closing.



This is another product that I always have on my trolley and is a great backup for those odd days where your lash extensions seem to take forever to cure despite your levels showing perfect.

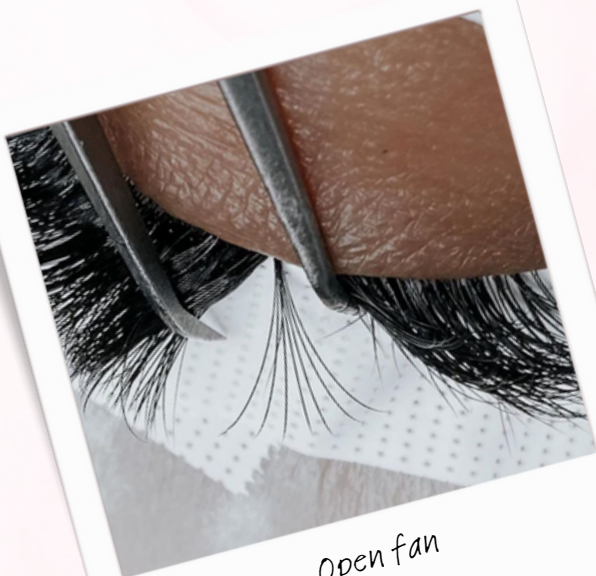
This product is applied to the eyelash extensions on the strip and never to the client's natural lashes.

How to use:

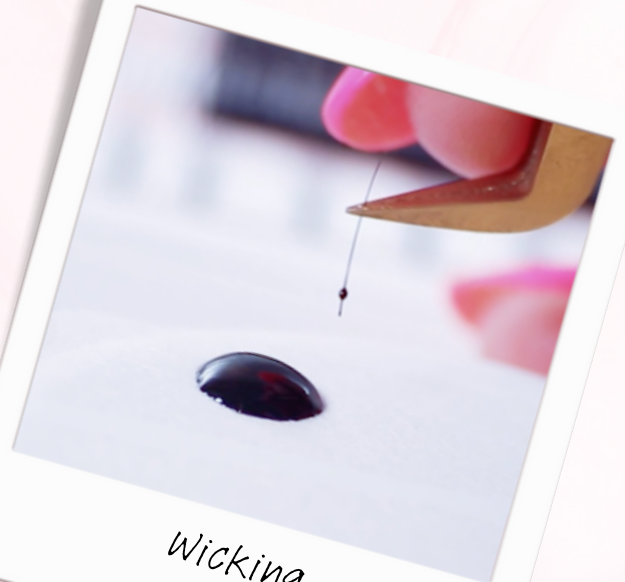
Use a micro-brush to apply to the bases of the extensions on the strip.

Never apply to the natural lashes.

Re-apply to the strip as necessary



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# STEP 5 - POST BONDER

## RAPID CURE



*Rapid Cure*

Although Rapid Cure is not a Prep & Prime product, it is still an important part of the process hence why it is included.

This product is applied to the bonds at the end of the treatment. It works by elasticising the bonds allowing them to be flexible and less likely to fracture and crack .

This product works by curing the adhesive from the inside out compared to water which cures the lashes from the outside in. It creates elastic bonds which allows the extensions to flex and move therefore aids longer retention.

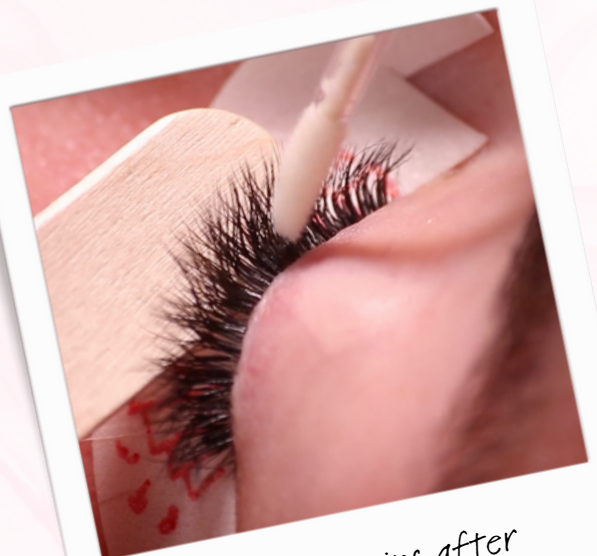
This product can also assist with quickly curing the bonds and sealing in any vapours that can cause irritation to clients post treatment.

However, if you are using high grade quality adhesives, then your clients should not have adverse reactions to excess vapours. Therefore, I do not use this product for this reason stated but instead to elasticise the bonds and aid the longevity of the adhesive.

How to use:

Wait 3-5 minutes after the last extension has been applied. Apply a minimal amount to the bonds only.

Important - Do NOT oversaturate as this will lead to shocking curing (where the bonds will turn white due to over exposure to moisture)



*Apply 3-5 mins after*

# KEEP IT SIMPLE

## MY ETHOS



*Keep it simple*

I really hope this simple approach to Prep & Prime has provided you with a fuss free quick and easy guide to how I prep all my clients and the select few products I use during the treatment.

My new clients always comment on how amazing their eyelash extensions last compared to other sets they have worn in the past. My existing client's do not know any better than amazing retention.

Remember, you do not need a cocktail of unnecessary products that will do little more than over expose the client as well as potentially cause drying effects to the eye area.

By keeping it simple we protect the client, save time and also save you money on no longer having to purchase products you really do not need.

I'VE CREATED A DISCOUNT CODE FOR YOU

# 15% OFF

USE CODE: **PREP&PRIME**

enter at checkout when you place your order  
(one use per customer)

VISIT MY RANGE OF PREP & PRIME PRODUCTS

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Discount code includes the following items only: Foaming Lash Cleanser, Lash Cleanser Sachets, Primer, Retention Aid, Speedy Lash and Rapid Cure. Subscription services are excluded.

Code cannot be used in conjunction with any other offers.

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# FOR LASH ARTISTS BY LASH ARTISTS



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Love  
Frankie

