

Dear Tracy.  
They say it starts with  
a glance but where  
does it end?

IT'S IN YOUR NATURE



# THE **LVL** LASH EFFECT

MINIMUM FUSS...  
MAXIMUM 'WOW FACTOR'

**NO LASH EXTENSIONS REQUIRED!**



BEFORE



AFTER

With **LVL Lashes** you can give your clients a more natural, chic look because it allows them to make the most of what they already have without the need for eyelash extensions.

**LVL lash-lifting treatment** is designed to **enhance your client's natural lashes** by straightening them rather than curling them, creating the **illusion of longer, thicker lashes**.

## The Facts

The treatment takes between 30 and 45 minutes to apply and lasts up to 6 weeks depending on the length and quality of your clients natural lashes.

- New silicon shield to lift the eyelashes from the roots.
- New gel formulation.
- **No lash extensions.**
- **No adhesive.**
- No mascara needed.
- A great standalone treatment or a bolt on to run alongside your lash extension treatments, increasing clients and turnover.



[www.lvl-lashes.co.uk](http://www.lvl-lashes.co.uk)

"My lashes look amazing! I can't believe the difference!"

**BIANCA GASCOIGNE**

"LVL Lashes are so good! They have totally changed the way I go about my beauty routine."

**MELANIE BLATT**

"I love LVL Lashes, they were my saviour in the jungle and now I don't want to have any other treatment."

**STACEY SOLOMON**

"I am obsessed with curling my eyelashes! Even if I don't put on any make-up, I have to get my eyelashes curlers out to look and feel awake. I really do believe that having curled lashes is one of the quickest ways to brighten and lift your entire face."

When I heard about the latest technology in lash enhancement, LVL I could barely contain myself!

A week after the treatment and I am absolutely thrilled. Even when I have no make-up on I feel my eyes look alert and awake and I've not even had to use my eyelash curlers!"

**LISA ELDRIDGE - CELEBRITY MAKE-UP ARTIST**

**LVL<sup>TM</sup>**  
**LASHES**  
IT'S IN YOUR NATURE

Whether you are already in the beauty business or want to join the industry, we pride ourselves on the standard of the education and support we deliver.

#### Marketing

We provide an extensive range of marketing material to help your business grow.

We also market the LVL brand via marketing campaigns and media channels.

#### Client referrals

As a fully qualified LVL Lashes technician you will feature on our Salon Finder section on the LVL website. Our website is visited by thousands of people searching for the nearest professional technician to apply LVL.

#### Ongoing support

The support we provide to the technicians who carry on the LVL reputation does not stop with the training. As part of our ongoing guidance and support we offer; internet and telephone help lines, 24/7 online shop with next day delivery, informative newsletters and we are continually researching and developing new ideas and products.

### Training consists of...

#### Home revision

- **Health and Hygiene**
  - Safety, sanitation and hygiene
- **Forms and other requirements**
- **Client record cards**
- **Aftercare**
- **Contraindications**
- **Marketing**
- **Insurance**

#### Full day training

- **Theory**
  - Revisit your home revision
- **Pre-procedure preparation**
  - Product knowledge
  - Tools techniques and timings
- **Requirement supplies and equipment**
  - Room requirements
  - How to give a correct consultation
  - Clients expectations
  - Patch testing
  - Pricing
- **Practical on mannequin Head**
  - Bonding Technique
  - Product knowledge
- **Light Lunch**
- **Demonstration**
  - Live model
  - Patch testing
  - Shield selection and application
  - Summary of the procedure
  - Assessing the results
- **Practical**
  - Supervised procedure
  - Assessment
  - Perfecting technique
  - Aftercare advice
- **Problem Solving**
  - Business protocol
  - Pre and post procedure and difficulties

As an add on treatment you can earn an amazing **£17000 per year** from just **1 set of LVL Lashes per day!**

Or as a full time career earn **over £85,000 per year** with just **5 sets of LVL Lashes per day!**



For more information and available training dates call **0845 644 3994**