

# LASH GLOBAL

MAGAZINE BY ANGEL WINGS

#2 JUL 2018

LASH STYLE  
INSPIRATION

#30DAYS LIVE  
FACEBOOK LIVE CHALLENGE EXPERIENCE

INTERVIEWS  
WITH CHAMPIONSHIP WINNERS



THE PAST AND  
THE FUTURE OF LGE

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# ONLINE EDUCATION

## PROS AND CONS



“When my husband first heard about online Eyelash Extensions training he was really surprised: “How can you possibly learn such things from lessons online? It’s like teaching a doctor how to perform surgery online!”

But you know what? Personally, I think this method has a lot of advantages today in Lash Industry.

I would prefer not to admit it, but my first Lash Extensions Class was online. And it led me to my first studio with an army of grateful clients. I have decided to say it now because it might help many other people to make the decision and start studying online. Since this method of training led me to success, it can work for you too.

Of course, after I opened my first salon, I received additional education. Now I already have more than 30 Diplomas and Certificates from the best eyelash trainers from all over the world. So it does not mean that after learning online you will become a guru in this area, but it definitely has a number of advantages. Let’s consider them:

**PRICE.** Online training is often cheaper than personal training. This is logical, because the provider of the training does not bear the costs of organizing the venue, catering, and spending their personal time on the training itself, as well as possible travel and lodging expenses.

**CONTROL OF THE TIME.** Most online trainings can be stretched for several weeks instead of two days or even for a month. If you work, and your schedule does not allow much free time, this will be the most convenient method of training for you.

**SAVING TIME.** I have already opened my school and I teach eyelash extensions in person. In 2017 alone I trained about 100 students and I can tell you for sure that at least 30% of the students who pass the training are not working in the eyelash industry after that.

If you are not sure this career is for you, online training offers a better way to investigate it without wasting a lot of time on all of the trips to another city or state for training. Or even if the training is provided in your city, it saves you money while you discover if this profession is for you!

In summary, it is not important what method of obtaining knowledge you have chosen. What is really important, is your desire to learn and develop further.

by Natalia Lova

We have conducted a research and found out that outside of our general understanding of a generic online training there is quite a lot differences between them.

### SHORT ONLINE VIDEOS OR PRE-RECORDED WEBINARS

It is not a secret that now there are many pre-recorded classes that you can just buy and watch at any time. There is one cunning thing out here that we have noticed as well, and that thing is pre-recorded advertising webinars.

It works like that: you see an ad somewhere about a free webinar. Then you go to the registration page and choose suitable time. Ta-daa! You are signed up! But do you really think a trainer will sit there all day long repeating the same info over and over again 24/7 and for free? Of course not. So small webinars get pre-recorded, and it does not matter if you text something in the group chat, since it is not live. In some webinars you even do not have a working chat at all. Mostly these webinars are made as promo material for a bigger and probably better paid training.

There are also videos of old webinars recorded some time ago, which are in fact advertised as old seminars. They are not bad, but the trainers often do not guarantee continuous support and do not provide you with a venue to ask questions.

*Merits: convenient time and location, short ones do not take much time*

*Flaws: often they are provided for advertising purposes only or contain only brief, superficial information*

### LIVE TRAINING OR LIVE TRAINING SESSIONS

We mean the real live training session with a real person on the other side of the screen. It is very cool, and it gives you a real opportunity to learn and communicate with a person behind the course. It is also beneficial to have an opportunity to learn from the questions of other students, and this information may be absent in a regular pre-recorded class.

At the same time it may not be very convenient, if you live on the other part of the planet, and you need to join the training group in the middle of the night.

Even if a trainer has the program laid out, some parts of information can be skipped or left out entirely. Or you may just have too little time to learn everything in the set time frame.

*Merits: You can ask questions directly and get answers right away, you get more specific information*

*Flaws: You may miss out on some info, time is not very convenient*

### EDUCATIONAL PROGRAM OR LONG-TERM VIDEO TRAINING

There are some training types that are best in our opinion, and all of these are long-term trainings.

The first type is a video training course that allows you to return to different parts of the video again and again with no artificially imposed limit. Sometimes you are given access only in a part by part fashion. There may be a month before the next part becomes available. During that time you are supposed to hone new skills on your own to get the next portion of information only when you are ready. This education may also include live sessions with answers to questions students may currently have.

What is peculiar about this type of training is that you may have limited access to the training for a few months or even years. Also sometimes they are available by subscription only. We consider it to be generally more good than bad. First, if the content is always being updated or more content gets added, it is reasonable to provide the course on a subscription basis. This way the teacher gets the incentive to add new information in their existing courses as well as to create new ones. Also it ensures you get only the most up-to-date information, which is being kept complete and relevant all the time for the topic you are getting trained in. That would be lashes in our case.

There is one downside. If a course is very large, you may want to skip some parts yourself or just feel like abandoning it for a variety of reasons.

*Merits: Info is always complete and up-to-date, includes continuous support*

*Flaws: Monthly payments, in case of a training is large, there is a chance you will abandon it*

So what do you primarily look for in an online training? It is up to you to decide.

# PROFESSIONAL SECRETS

ONLINE COURSES ON LASH EXPERT PLATFORM

## HOW DOES IT WORK?

You have 4 months of free subscription to access your training and additional VIP educational videos when you buy any of our courses. While you have a valid subscription you are considered our Active Student. Each training can be completed in a week or a month, but to be certified with us you need to pass the midterm tests. As soon as we confirm you passed, you can start the next part or receive our certification after the last test is done. This way we guarantee that you graduate with the best of your results.

Additionally you get:

- all students get unlimited access to specialized VIP facebook groups, where applicable
- all Expert Volume and Classic Advanced Start students get kits and physical certificates sent to them
- all certified students are added to our Lash Artists listing on our website
- all active students get live group video calls, where I answer any related questions
- all active students get a one-time 50% discount for a private live or online mentoring session with me
- after 4 months you can stay an active student and enjoy all the associated benefits, if you add paid subscription; you also keep access to your courses and VIP videos for as long as you want
- all active students who purchase any of our online courses, get a 10% discount on all Angel Wings supplies



ANGEL WINGS  
EYELASH EXTENSION ACADEMY

CLASSIC  
VOLUME  
MEGA VOLUME  
EXPERT VOLUME  
HOUR SPEED UP  
CHAMPION BOOST  
PHOTO PORTFOLIO  
EXPERT MODELING  
ALL ABOUT LASH ART  
MENTORING NEW TRAINERS



By trainer: Hanna Babanakava



ONLINE Worldwide  
started summer 2018

Have questions or want us train in your city?  
Contact us at [info@angelwingsbeauty.ca](mailto:info@angelwingsbeauty.ca)

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[#angelwingsbeautyca](https://www.instagram.com/angelwingsbeautyca)

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# NEVER CHASE YOUR CLIENT



## NEVER CHASE A CLIENT AGAIN

Yes, I'm serious.

Over the next few days I'm going to share with you why your salon might not be doing as well as it could and the fault lies with you.

I understand that as a salon owner you need clients.

You have bills to pay....wages to meet.

And yes, clients are the lifeblood of your business.

But that does not mean you should get them by any means possible.

Chasing clients will kill your business — fast.

If clients are mice then you have to decide if you want to be the cheese or the cat. Which one are you?

Chasing kills respect

As salon owners, we think our job is to attract clients any way we can.

And for most of you, you chase them everywhere, with \$1 foils, free colours, free gift vouchers, discounts here, money off there. Whatever it takes to get them in the salon.

The problem with that kind of Attraction is it stinks of desperation.

Let me change the subject for a moment...

Would you want to date/marry someone who is chasing you?

Or, someone who seems way too available?

Or, someone who is begging for your attention?

The simple answer is NO!

Well, the same rules apply in business.

No one wants to work with someone who appears to be desperate.

## FOR STARTERS, IT UNDERMINES YOUR CREDIBILITY

If you are so good at what you do, why are you begging for work?

Clients don't like it.

Staff don't like it.

They lose respect for you.

They lose respect for your value.

When you chase clients – especially if you're offering them freebies and/or reducing your prices – you put yourself in a negative position before you've even started.

You need to be more like the cheese, and that means positioning your salon as 'the go to salon'.

## YOU AS THE EXPERT!

Then you can stop chasing.

And start cashing in as clients come to you.



Chasing is a recipe for crushing salon morale

A client that you had to chase will cost you more than respect and money.

They'll cost you tons of your valuable time and effort.

They'll question everything. Your expertise. Your price. Your suggestions.

They'll fight you every step of the way because they don't trust you, and that's a recipe for absolute disaster.

It is very difficult to get results for a client who doesn't trust and respect you.

The vicious circle will be complete. You beg. The client never really trusts you (or believes in your authority). The results suffer.

The client then walks away leaving you with a bit of money but no rebooks or long-term client loyalty.

Have you ever noticed that clients that come to you through a special offer or discount want the world for nothing?

They always complain.

They bring down the mood in the salon.

They bring you down.

All the good work you have done to grow your salon can be destroyed in an instant with clients like this.

You need to be more like the cheese, and that means positioning your salon as 'the go to salon'.

## CHASING TAKES YOU AWAY FROM YOUR CURRENT CLIENTS

Do you know how many hours it takes create offers and posts to get clients in the door?

Then to respond to those clients, sending them discounts and vouchers.

Answering the questions, and there's always questions with these clients.

Because while you're chasing down new clients, you're not working on providing added value for your current clients. The kind of value that makes them want to stick around.



# LIFESTYLE SALON COACH

ATTRACT | CONVERT | DELIVER

## AND HERE'S A LITTLE SECRET: CLIENTS WHO STICK AROUND ARE THE HAPPIEST AND MOST PROFITABLE TO YOUR SALON.

It's a lot easier and cheaper to keep a client than to land a new one.

But if you're not providing anything new, anything of value, they'll move on, I can guarantee it.

And for every client you lose, you have to get find 2-3 clients to replace them, especially if you're discounting your prices.

So how do you get clients without chasing?

You need to get them to come to you.

And it's easier than you think.

You have something of value to offer (and if you don't, you might want to question why a client should choose your salon in the first place)

Figure out what is unique to your business.

Next time you start thinking about discounting your prices to attract clients think about, what clients will be thinking of your salon.

Richard McCabe  
Lifestyle Salon Coach  
[isaloncoaching.com](http://isaloncoaching.com)











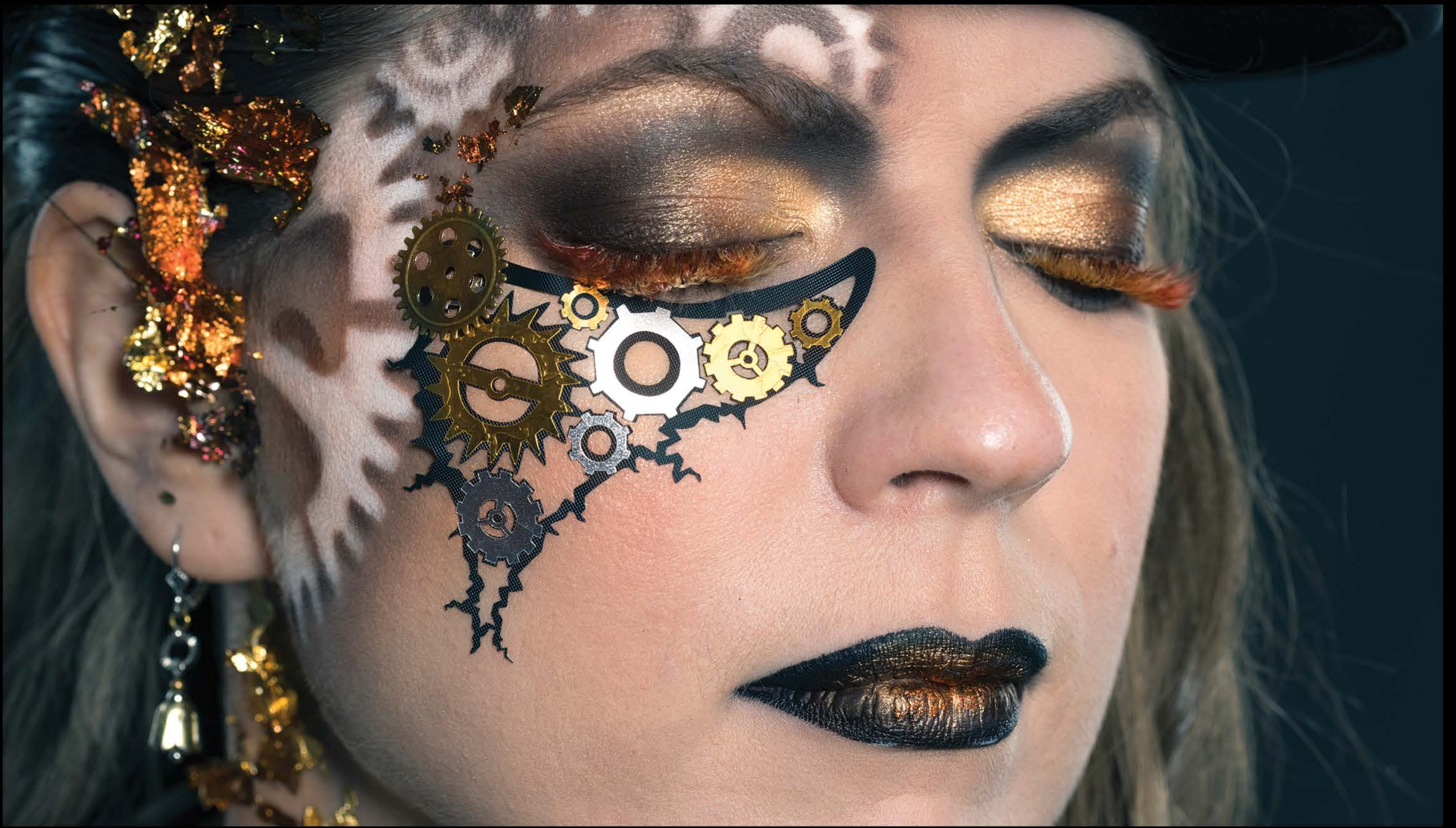


Lash art: Andreea Stanut  
Moodel: Bianca Bönef  
Makeup: Kaya Bonef  
Henna: <https://www.facebook.com/hennajournei/>  
Photo: Cosma Alexandru





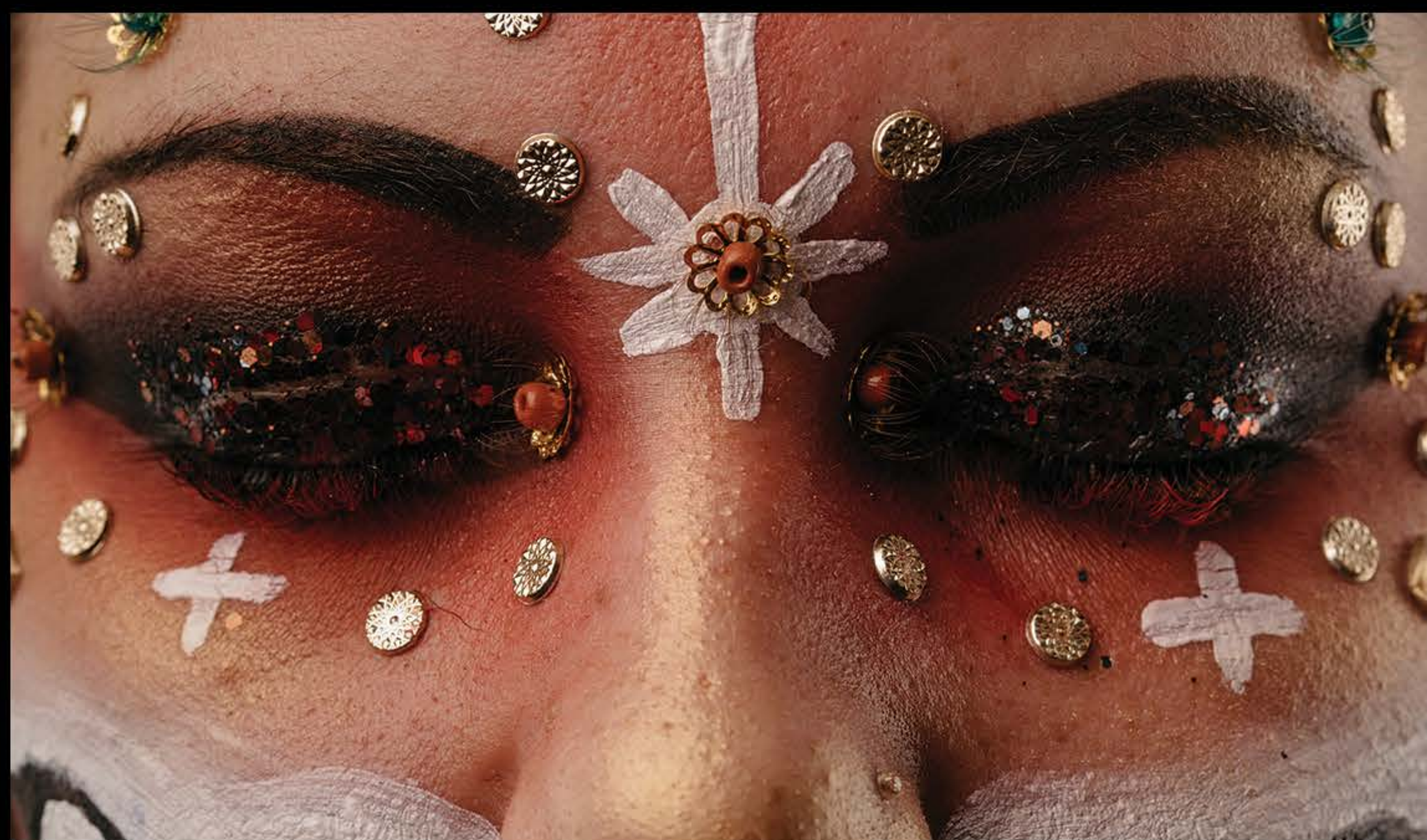




Lash Art: Marie-Line Brusa-Pasque  
Model: Anne Delauney-ladevèze  
Makeup : Camille Farre  
Costumes : Anne Delauney-Ladevèze  
Nails : Kristie Jauvais  
Photo: Philippe Hatsadourian







Lash art: Johana Tomaszewski  
Model: Locquet Aurélie  
Makeup and hairstyle: Emiartistik Emilie Gaufrel  
NailArt: Amélie Cointe  
Photographer: Olivier Fréchart

# Join Ellie Malmin At The

## BRISBANE MASTER CLASS



### MASTER

#### *Class Benefits*

- EYE CONDITIONS AND DISEASES CERTIFICATION
- RECOGNIZING AND PREVENTING SENSITIVITY BEFORE IT OCCURS CERTIFICATION
- INCREASING LASH REVENUE CERTIFICATION
- 2-DAY COURSE IN BRISBANE, AUSTRALIA
- BONUS EYE YOGA COURSE
- ONE-ON-ONE TRAINING WITH MASTER LASHOLOGIST
- LIMITED 30 SPOTS

CALLING ALL LASH PROS! MASTER LASHOLOGIST, ELLIE MALMIN, WILL BE TEACHING AN EXCLUSIVE MASTER CLASS IN **BRISBANE, AUSTRALIA**.

LEARN ABOUT THE IMPORTANCE OF EYE AND LASH HEALTH IN ADDITION TO ELLIE'S PRO TIPS ON INCREASING YOUR REVENUE BY 50% DURING THIS THREE-PART **MASTER CLASS**.

**AUGUST 2<sup>ND</sup> & 3<sup>RD</sup>, 2018**

**BRISBANE, AUSTRALIA**

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**RESERVE AT [EYEANDLASHHEALTHINSTITUTE.COM](http://EYEANDLASHHEALTHINSTITUTE.COM)**

RECEIVE 3 DISTINCT CERTIFICATES:

- EYE CONDITIONS AND DISEASES
- RECOGNIZING SENSITIVITY BEFORE IT OCCURS
- HOW TO INCREASE YOUR LASH REVENUE

SEE YOU IN BRISBANE!

**- THE EYE & LASH HEALTH INSTITUTE TEAM**

### INVESTING IN *Your Growth*

AT THIS YEAR'S MASTER CLASS, YOU'LL RECEIVE THREE DISTINCT CERTIFICATIONS:

- **CERT. 1 EYE CONDITIONS AND DISEASES**  
IT'S IMPORTANT TO LEARN TO RECOGNIZE - NOT TO DIAGNOSIS - EYE CONDITIONS AND DISEASES. AS LASH ARTISTS, IT'S OUR JOB TO KEEP OUR CLIENT'S EYES HEALTHY AND BEAUTIFUL. PARTICIPANTS WILL ALSO PARTAKE IN AN EYE YOGA SESSION FOR HEALTHY EYES!
- **CERT. 2 RECOGNIZING & PREVENTING SENSITIVITY**  
LEARNING TO RECOGNIZE SENSITIVITY BEFORE IT OCCURS IS ONE OF THE TOP LESSONS WE CAN LEARN AS EYE AND LASH PRACTITIONERS. YOU'LL DISCOVER HOW TO DISTINGUISH A VARIETY OF ISSUES THAT AFFECT NORMAL, OILY AND DRY SKIN.
- **CERT. 3 INCREASING LASH REVENUE**  
AS LASH PRACTITIONERS, OUR INCOME IS LIMITED TO THE TIME WE HAVE SCHEDULED ON OUR BOOK. LEARN TOP WAYS TO INCREASE YOUR REVENUE BY UP TO 50% WITHOUT DEVOTING MORE TIME FROM YOUR BUSY SCHEDULE.

# CLIENTS & CONFLICTS

Working in the beauty industry means having a lot of day-to-day contact with different people. The quality of communication has a great influence on the success of business.

Proper communication guarantees that clients will want to return to salon and that they will trust the specialists with their look and feel comfortable doing it.



That means every beauty specialist should also be a psychologist in a way. If a client feels dissatisfied or misunderstood and disappointed with his visit, more than likely she won't come back. She can potentially even damage the reputation of your business at least among her friends.

But all specialists (even the most experienced ones) sometimes experience conflicts with their clients. There can be different reasons for it, but here are the most common ones:

- lack of information about services or products,
- pricing issues,
- a reaction to perceived pressure or obtrusiveness of a specialist,
- trying to show self-confidence and express an opinion.

The best way to resolve the conflict is to avoid it entirely. So, knowing the possible reasons gives you an opportunity to avoid misunderstanding in most cases. But if the conflict has already arisen, specialists should know how to deal with it correctly and even to extract some benefit out of it. Let's start with basic principles.

Any objection matters. An client's objection is a direction in which you may improve your work. It is important to pay attention to them.

Good quality of services should help you avoid this type of conflict. You can improve on any identified problem to create an advantage for your services or products.

Do not cause disputes! Remember that you need the client more than to win in any debate.

Knowing the basic principles it is easier to react properly to an objection the client may have in any situation. You should always remember that the outcome of the visit depends on the specialist's reaction.

The rules below will help you resolve every conflict and keep your clients pleased:

1. Calmly listen to your client without interrupting her. Give her an opportunity to express her emotions and her opinion. It is possible that the client will find the solution on her own. Show her that you are on her side.
2. Make sure you understand the client properly. Rephrase the words and ask the client if you understand her correctly.
3. Pose leading questions. Help the client open up about her true feelings and motivation.
4. Answer the objections and keep calm. Speak to the client politely. Be as professional as possible.
5. Be patient and tactful until you reach an agreement with the client.
6. If you suggest a solution make sure it is effective and good for client.



7. Do not put pressure on client and do not be too intrusive.

Give him or her some time to think.

8. If you need to convince the client, your arguments should be concise, clear, and persuasive. Do not use long or difficult to understand terms.

9. Do not accuse the client of incompetence or say that she does not understand something.

10. Do not ignore client's objections or comments. Let her express her opinions and react respectfully. Use the techniques of an active listener.

All these rules can help you build a respectful and friendly relationship with your client and get good reviews.

The client always should feel pleased and satisfied after a visit to your place.

You should understand that in the beauty industry every day we meet very different people, and most of them are women. As a professional you should pay individual attention to each of them, and your client base will be strong.

Maryna Nikifarenka

# LASH STYLE



## Inspiration



Natalie Yesina

First of all, the beauty industry specialists uniform should be made of professional fabric and account for the nature of the job. Fabrics should ideally tolerate frequent washing, resist shrinking and fading, keep the shape with frequent (gentle) washing, and not constrain movements.

For example, a special cotton processing technology makes the uniform incredibly comfortable to wear. It is also important to have a patch-pocket, which is always useful at work. It is better to choose an outfit with 2 to 4 pockets for keeping small accessories at hand.

Secondly, manufacturers offer many variations of clothing.

Finally, the clothes of a real professional must also be stylish and correspond to the fashion trends. This applies to the cut, the color, how it fits the body shape, and so on. Recently, uniform manufacturers express their creativity in prints, cut-outs, and an embroidery on T-shirts, aprons, and even socks and footwear, which I love the most! In this way, they can emphasize their individuality and imagination.



The overall image is also worth talking about. The technician's look can become her or his dramatic business card. You can put a logo, company marks or symbols on the accessories. You can add the same print or embroidery to the garment elements, so that customers will remember the brand.

Natalie Yesina  
Your personal stylist

It is never an easy matter to choose a professional whom you can trust. This applies not only to eyelash extensions, but also to any other procedure which is supposed to change anything about your appearance.

However, an eyelash extension technician has to be chosen very carefully, because his work may provide you with two quite different results. Either you will have expressive eyes with beautiful eyelashes, that you'll enjoy every day for three weeks. Or you will end up with unnatural sloppy eyelashes, discomfort, itching, and many other problems.

It goes without saying that lash technician's professionalism is paramount. But do not forget about appearance. In this article, we consider in detail the requirements for lashmaker's uniform, which must perform three main functions:

- provide a place for small tools,
- protect everyday clothing from getting dirty,
- create a single image and support your brand.



It can be a stylish dressing gown or a jacket and trousers, or a suit, or a dress, as well as a T-shirt, an apron, shoes and even accessories. For reasons of sanitation beauty technicians are supposed to wear a special cap too, but in modern salons this is extremely rare.



# 8 STEPS TO PROMOTE YOUR HOME BASED LASH BUSINESS

So you've just opened your little salon, what's next? Obviously, if you've just started you don't want to spend a lot of money on its promotion. Here's a few tips how to make it work on a low budget.

## STEP ONE: START WITH A NAME

First of all create and register your business name with the local authorities. You wouldn't want another salon to get your name first. Apply for your salon license with your state board or provincial authorities. Come up with a name that would be easy to remember, but don't get too creative here :) You want to create a brand and reputation!

## STEP TWO: DRAW AND MAP YOUR GOALS

How much do you want to make in a month? How about in a week or in a day? How many clients do you want to see in any given day? How many days a week do you want to see your clients? At what hours? How much time do you need to leave between clients? Will you take breaks? Answering these questions will help you craft your ideal business, and design your lifestyle. It's important to at least outline of all this before you begin, because when you start having clients you will need this information. If you have your goals mapped out beforehand, you'll know which things may not work for you or your business. Learn this ahead of time and save yourself the anxiety.

## STEP THREE: GET SOCIAL

Social media is the most effective (and free) way of getting your message out and building an audience.

Take photos whenever possible and post them on Instagram, Facebook, Pinterest and any other social media platform your clients regularly use. If you don't have accounts on social media, you will need to create them ASAP. Regardless of which platforms you plan to use, it is a good practice to register accounts with all the big networks to "claim" your business name or URL so that the name cannot be used by a competing business. Don't forget to get your own website too!

## STEP FOUR: THINK ABOUT QUALITY CONTENT

If you've never had clients before, offer your friends and family a makeup session in exchange for a photo. Once you start gaining clients, try to capture every look you create. Find a good photo editing app (Snapseed for example). 'Before' and 'After' shots are particularly helpful, as they highlight your skills in an instant. Aim to keep both an online and a hard copy of your portfolio.

Create high quality videos on Instagram and Youtube, which people will love. Not only will you attract business, but you can also make partnerships on YouTube to supplement your income while still following your passion in lashes.



## STEP SIX: DEVELOP A CLIENT LOYALTY PROGRAM

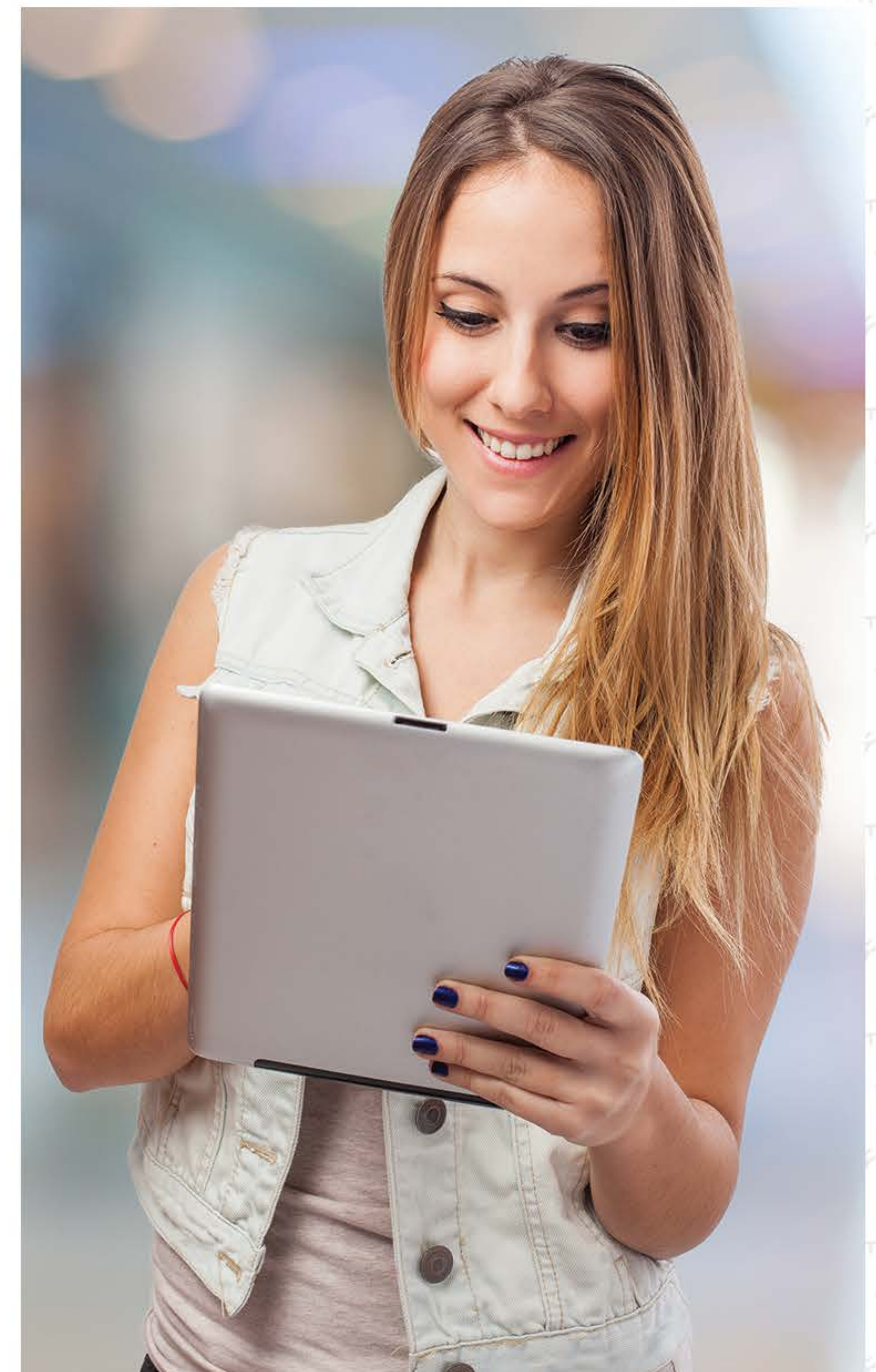
Many lash extension salons offer client loyalty programs that reward returning clients. For instance, if they purchase five services, they can have a refill for free. You also might want to set up a subscriber program. For instance, client would pay a monthly fee to have access to a specific number of refill services at a discounted rate. Also it would be a good idea to introduce specials during holiday seasons. This will help retain loyal clients and keep a steady flow of revenue.

## STEP SEVEN: TRY TO PARTNER WITH OTHER LOCAL BUSINESSES

Building partnerships with other local business owners and cross-promoting each other's services is huge, especially in the beauty industry. Partnering with photographers and bridal salons or with local gyms will give your new business more exposure. Having relationships with these related service providers can give you access to new clients.

## STEP FIVE: SATISFY THE CLIENT

Keeping the clients satisfied with your service is non-negotiable. Nothing beats the word of mouth. Your current eyelash extension clients are the walking and talking billboards that promote your lash service. Happy customers remain committed to you, while unhappy ones have no problem with leaving you for one of your competitors. Make sure customers have a relaxing experience so they not only come visit again, but, ideally, spread the word through referrals or social media.



## STEP EIGHT: INVEST IN KNOWLEDGE AND QUALITY PRODUCTS

That's simple: never underestimate the power of knowledge and don't buy cheap the stuff you're going to use on your clients. Don't be fooled into thinking that passing your lash course is enough to make you a lash professional. Take refresher courses whenever you can, and if you don't have a lot of free time you might consider online courses. You can pay more attention to Hanna Babanakava (Angel Wings) or Julia Mann (Lash Tribe), etc.

Also lash forums are a great place to pick up new knowledge.

As for quality, I will not conclusively say that cheap stuff is bad simply because I don't use it myself. Here's the rule you should follow: take no risks. You're working on people's eyes. If anything bad happens to your client's eye on your watch you could be up for a costly law suit. So beware. Always check the instruction for the products you buy and get some information about your suppliers factory.

So there you have it. I know this is a lot to take in, and I have tried to keep it as straightforward and to the point as possible. So, I hope you have learned an interesting thing or two!

Anna Kharechkina



# RISE, FALL... RISE AGAIN



Hello lash sisters.

Let me share a little information about things some technicians may have experienced already, while others are in the same position as I have once been myself with regards to live competitions. It's frightening, right? My answer is "yes, it is"! But, there is a lot more benefits to it than you can even think of.

I'm sure there are lots of hard working ladies, even moms like myself, who are striving to build the best business they can. So, that they can support themselves or their families, or kids if they are a single parent. I'm am a mom of two children age 5 and 2. There are hard days trying to shuffle between lashes, school, house work and being a good parent all at the same time. Personally I'm only allowed to work during school hours, from 9 a.m. to 3 p.m. You get the idea that it isn't much. But let me tell you that this is more than enough to achieve many of your dreams/goals.

I first picked up a pair of tweezers in 2015. Weirdly, I didn't think once of doing eyelashes before that day. It was the first available course in a beauty college. And I am so so thankful I've completed it! I instantly fell in love with the new hobby, I couldn't stop. Little dreams started to sprout in my mind in my first year of lashing. As many would have had them too. Becoming popular, being the best in town, having a salon of your own, finally having your own stable income while being your own boss. Time went by, and a new wish was born to up my skills. That's when I was introduced to Russian volume in 2016. It didn't take long before my name was well known, and to my surprise I was heard of in towns miles and miles away. Of course, I loved it. It drove me to do better, to do more with myself and with my little business conducted from home.

New dreams were born. I wanted to do something even bigger than I ever done before. I wanted to become well known across different countries. Be one of the best not only in my town but in Ireland.

I started to look for inspiration. I looked for well known lash masters, followed their work, and thought, "wow what a beautiful set of lashes". I was following all the lash groups there were, reading all posts, tips and criticisms, sponging all the information I could in order to improve my own work. Oh, and of course I tore my own work to shreds. Some will remember. I used to never like my own work. It wasn't anywhere near as good as the work of my lash idols Bryony Barclay at the time. But people were always so nice to provide good feedback.

From Bryony i got to know about competitions. Lash battle in particular. Oh, didn't it become my next dream?! To compete! To be good, to win! To display trophies on my background! How amazing would it be to become a trainer and provide my own courses?! And you know you were or are dreaming about it too.

For me it all started in November 2016, when I said I would enter an online competition. No loss in trying, right? Why not. Little did I expect to be in top 10 finalists. My world was lifted! Next I seen that I came 4th, and the 3rd place was taken by Inga Misiute. Me? Really? Near to a well known master! Pinch me, please! And just that single thing got me off the breaks! I wanted to do more. The first scary step towards my dreams was made!! One evening, Marina Gurevych, one of my lash sisters I got to know from groups mailed me.

Did you hear about competition in Ireland? Are you going?

No, I haven't. Where? When? Send me the link, please!



Before the night was over I had it all paid for. And then when the fun began! I started to read about that competition! A funny word – criteria. I didn't even know what it meant. I was looking at the judging scores, the topics the work is going to be judged on, etc. I was a very fast fall back to the ground.

All the excitement was gone. Every single judging criterion was so not in my league. The right length, coverage on inner and outer corners, transition, distance, I mean, I didn't even know what was the correct distance from a lid at that time! Absolutely every single part I would be judged on had to be improved! That is where I said to myself, "This is it. You wanted it. There is no way back. You need to win."

My determination was iron! I have concluded in my mind that 2017 will be the year for me to rise.

I had five months at the time to improve my work from every day lazy work, every client gets same style, to the competition standard! Every day, every client was my chance to improve everything. I completed a course with Inna Khrahmalova to learn more about correct Russian volume and about competitions.

That's the way your work should be, and it has begun. Each week I made myself focus on one thing at a time. I remember my first topic was distance. Mine was a good 2,3 mm, and I had to get it down to 0.3-0.5. Ugh. This took a while, let me tell you that.

Next week was another topic, and once one was a bit improved, I had struggle with the others. This is where more courses needed to be taken...

From the time I entered to the day of the competition I have completed four different courses total. Daria Ziolkowska, Jullia Baltulionine, Darja Striletskaja.

At each course I took the exact information I was struggling with. For example, symmetrical fans, placement, coverage, etc. After each course I would go back home and simply practice on every single client of mine. Because, obviously, I didn't want to loose!

My first competition was so funny. Stress level was like a heart beat line. Going from "I can do it!" to "at least I will get some experience" to "I don't want to do it, what have I got myself into".

In fact, I was so stressed that I started to do Volume lashes on classic nomination. Yep, I didn't know what to do and where to go, I just followed everyone, set up, and started lashing when it was classic.

Thank you, Laura Kaminskine, for the heads up. I wouldn't have known, haha!

Yes, competitions aren't easy. It's not your comfortable place, bed or chair. Glues don't work like they do at home (always have a few with you!). Your hands shake and time just flies. But I have managed to finish.

Oh, it was a mix of emotions the day after. I've met girls from groups and it took my stress away. I started to enjoy the atmosphere.

The conference was amazing! I have gotten to know more about lash masters I been following for ages and to meet them in person! It was so much fun. At the end of the conference I was so relieved I have done it even for the experience alone. I didn't worry much about winning at that stage. It was worth it!

Results time. Juniors 2-7D.

"Please be third place at least", I kept saying... but no, someone else took that. Second, maybe? Nah, I couldn't do that good, could I? A different name was called again. Oh well, at least it was fun.

Then I hear my name being called. Yes, first place! I couldn't believe it!!! I thought it was either a mistake or a fix, was I set up? Yes, I have won my first place trophy.

Oh, the relieve after it. I could finally exhale and just relax after hard 5 months of going non-stop. I have had the best 2 weeks of work after that, where I could just do lashes and enjoy it. Only then I saw how much I had actually improved!! My work was clean and neat, it was beautiful. Of course, a few things I could work on, but I didn't worry as much anymore.

This relaxing feeling didn't last long though. Because two weeks after that competition I have entered another one! The famous Lash battle. Aaaaand I was back to worries. This was master levels now, it was London. There were more lash artists who were better than me!!

So I was back to buffing up my work. Because obviously I didn't want to lose! I got a taste of winning, and it was amazing! I couldn't lose! I had two months to improve even more. I could do it!

So I took another course, this time with Elena Stakhovic.



Honestly, all my courses have been so amazing. I have been working and paying out to learn more and more. Do I regret it?! No! Without these courses I wouldn't have been able to smash Lash battle the way I did.

*First place in 3-4D volume Master  
First place in Dramatic volume Master  
Five awards for the best work of all  
Lash Artist of the year 2017*

Yes, all them winnings, and fame is so very good. Everyone knows you, girls start to look up to you! They wish they were you. You have more than just a stable foundation to your future career! You are the lash artist of the year now! But it truly doesn't mean you are the best one! Don't let these words get to your head as they got to mine! I have always been humble, not thinking much of my work, not giving myself enough credit. Until after the competition.

What happened? I got a little cocky. I have become more relaxed about putting as much effort into my work as I have before. I even had thoughts like "do I need any more courses? What more could I learn?" Yes. A horrible change, but I did think that for a very, very good while. And I couldn't fight it.

Until I haven't placed in the "Oscars" competition. Which I am so thankful for. I am thankful I have lost, because this has brought me back down from my high horse! And it feels just as good as winning. I didn't like myself until then. Losing was my wake up call. "Get up and work harder, you have gone lazy".

This is my advice for everyone who is looking to compete but is afraid to.

Don't be!

Go, enter a competition now. This is the only jump start you can get yourself to thrive and to improve your work. Take courses! Do one or two a year. Courses wake you up, making you remember how it feels being newly trained, as with every passing day of work we forget it. Go feed your brains, wake up and grow your passion! Watch your work improve! Compete and win! BUT don't ever think that winning once or having many awards makes you an expert. Always consider that there is someone better than you. This way you will never end up with "floppy hands".

Work hard, learn, dream, and thrive for those dreams. There is far more to lash world than you think. Even my road had got a little extra surprises for me. One of which is this story being published in the second lash magazine.

Isn't it amazing?

Marina Litvinova

# FIVE FIGURE... "FREEBIES"

## WHY TRAIN? AND WHY EVEN INVEST WHEN WE HAVE FREEBIES?

I witnessed an interesting little conversation about studying using YouTube versus personal training. What is the difference between just going on YouTube or going to an expensive training?

I WANT TO SHARE SOME OF MY **CONCLUSIONS**

I give a lot of free information. Unfortunately, I can't make as many videos as I would like to.

Please, be realistic. It's our primary job, and no trainer would do this for free, if it was all the info you need to be a successful lash artist.

Yes, you can train yourself to make fans. You can find so much good information on Youtube, that sometimes it is more than you would get on a cheap, crappy training with a live "trainer".

I always tell the girls who are thinking about finding a cheap first course that it's better to go on YouTube. Watch the content there for free rather than waste your money.

So, what you can do using YouTube lessons? EVERYTHING. Just, please, avoid touching live clients until you have taken a good course. Then you can continue your "free" education. In Angel Wings support group I have received the best comment that answered so many comments about wishing to be trained for free on YouTube or using any other free videos.

**Bonnie Barton** I would never let someone touch my toes with a YouTube pedicure education - I sure as HECK ain't gonna let anyone touch my lashes without at least 3 trainings certificates on that wall!

Like · Reply · 4

And I was like, "YES"! This is the idea. Put yourself in your client's shoes. I use this method so often, but I wasn't smart enough to apply it myself to this situation.

You still have to get a real training (and ideally attend educational conferences) every few years no matter your skill level. The industry is changing all the time, and it is very important to be on top of your game.

## WHY THEN TRAINERS POST SO MANY FREE VIDEOS?

Well, first of all, there are some people that just have teaching in their blood. It's their vocation.

There are other girls who understand that helping others will absolutely create good will with potential students or business partners.

Wouldn't you agree that if you owned a bakery, you would have never given away all of your bread for free? Otherwise, you would have gotten nothing. But you need to give away a few loafs, because you want people to know that your bakings tastes sweet and is made from the best dough. So the trainers demonstrate their skills as teachers and showcase the knowledge they posses.



I personally understand that some information gets out of date or it just so common that everyone knows it already. So it is ok to post and post and post everywhere about the same obvious things like summer retention issues.

## WORTH THE INVESTMENT

Currently, I spend at least 1200 CAD each month only on training myself (not including road expenses). And I'm not alone in this. Every good trainer does the same.

Just as an example - Julia Mann spends tens of thousands of dollars only for training in marketing, Daria Ziolkowska takes at least one volume training a year, travels, and researches supplies. I do that as well, spending time and money to pick the best products for my brand. Plus, we all attend many lash and beauty conferences at our own expense. Can you imagine what the **REAL VALUE OF** our course must be?

But what is the return?

Let's say an expensive volume training costs 2000 USD for one or two days. One full set of quality service you offer after this training is 200 USD and refill is 100 USD. How many full sets do you need to get your return on the investment? Right, it's 10 full sets or 20 fills. Is it difficult to find 10 clients for a full set or 20 for fills? I would guess not. Now imagine the worth of all the knowledge and the best practices collected and combined all over the world.

My guess would be that it is absolutely worth it.

Lastly, every top trainer is unique, and that's why training is expensive. Have you seen the price of Frankie Widdows' full course? Do you really think she would giveaway all her info freely on YouTube after spending tons of hours and brainwork to give her best? I understand we would all love to get this kind of knowledge for free, but be realistic. It's still a business. Both for us and for you.

Hanna Babanakava





6 | 7 | 8 | 9 DECEMBER 2018

CONFERENCE INTERNATIONAL & CHAMPIONSHIP

# "Universe Lash Brow Make Up & Nails Art"

BUENOS AIRES | ARGENTINA

**CAMPEONATO  
COPA AMERICA**

## Speakers & Judges



**JULIA ALVAREZ**  
Spain



**VITTORIA ARUTA**  
Italy



**OLESEA VESELOV**  
Portugal



**ADRIENN FEJES**  
Hungary



**DARIA ZIOLKOWSKA**  
England



**HOP VU**  
United States



**HANNA BABANAKAVA**  
Canada



**SIMONA RICIU**  
Romania



**HELEN SÁNCHEZ**  
Italy



**VALERIA BECHKA**  
United States

ORGANIZED BY



Conferencia Internacional "Universe Lash Brow Make Up Nails Art"



america\_cup\_ar

# LASH LAMINATION

## IDEAL CURL



A laminated lash is a lash with a perfect curl and an ideal shape without bends and overly dry tips. All eyelashes must point in one direction without tangling. They must look humid, smooth and silky with no trace of dye or other compounds. How does one achieve this and avoid making mistakes? What makes a pretty and, most importantly, proper curl? These are ones of the many frequent questions.

A natural look is becoming fashionable again.

Many technicians believe that lash lamination is a simple procedure. However, they are wrong. Lamination is a very elaborate job. It is not always predictable because we work with a natural material - human hair. Many factors influence the outcome of our work.

1. The technician should thoroughly learn from the client about any illnesses, medications, and behavior of their hair in high humidity. By collecting detailed information, you can avoid making most mistakes.

2. The depth of the eyes is of paramount importance. If they are set deep, it is always worth choosing a smooth bend.

3. Selecting the size of the roller in accordance with the length of the eyelashes is very important too. Ideally, the eyelashes should reach up to the middle of the roller. This will prevent the eyelashes from

bending. They will not look like check marks, but like neat and smooth curls instead.

4. The next consideration is the layout of the eyelashes on the roller. Eyelashes should be separated from each other as much as possible. You can create a simple eye modelling (sun or fox).

5. You should apply just the right amount of compound (neither too much nor too little). Any excess amount will spread, while an insufficient quantity will not provide the desired result. The compound can also be used to model the curl.

6. The work should look tidy. After the procedure is over, any excess substances should be removed from the eyelashes. No residues are allowed, be it glue, dye or any other compound.



7. Fluffiness of the eyelashes is the final step indicating the professionalism of the technician and the quality of their work.

Do not neglect this stage. Eyelashes will dry and retain the same shape, which the client had when they left. If something was not done the right way, the technician still has an opportunity to correct it.

A 3D filler will not only fill the lash from the inside, but it will also visually increase the size of the lash. The filler will make it smooth, elastic, shiny, and fluffy. It is a mask, a conditioner, and an aftercare agent all in one.





Lash art: "Mummy" by Natalia Kramskaya







## STEAMPUNK BY CINDY NICHOLLS

1st place Lash Global online competition winner's interview.

Hi Cindy!

Congratulations again for winning the Lash Global Online championship!

Hi Hanna  
Thank you

I saw this year is so successful for your business and I'd love it if you could share what happened to you just recently.

I was nominated 1 of 10 finalists by the public/my clients as lash specialist of the year at The English Hair & Beauty Awards 2018. I was happy just being a finalist, because my clients put me there and that alone is really special. I travelled to Leicester with my mum for the ceremony, I was late and in a panic, I met up with Jess Martin, Carly Fitch & Genevieve Harding who were finalists also, I was sure one of them was going to take it.

Our award was announced straight after the meal, so I missed the nominations being read out, I decided to go live on Facebook, so everyone at home could see and to send video to the winner. We had a drum roll and he announced ilashtique, Redruth my mum jumped up, so from that moment all you saw was my mums dress and me thinking 'no way!'.

As I place my phone down and walk up to the stage. Adrenaline kicked in, I was shaking like a leaf! I nearly burst into tears. I was useless on stage, still shaking, my voice went squeaky looking out at 650 guests. I was then taken to have a professional photo with my award, I was absolutely boiling hot, my hair was stuck to me, I was a hot mess. Not the stereotypical beautiful therapist with flawless make up etc.

- When I returned home from this trip, I saw my work on the front cover of Lash Inc International magazine, which is just an incredible honour, I was overjoyed! It was my prize for coming 1st at the Olympia beauty U.K. contest last year, Then on the Friday someone had sent me a private message just saying 'congratulations,' I thought they had already sent congratulations?

- But when I logged into Facebook and saw you tagged me telling me I came 1st for my Steampunk, that was it! I burst into tears! I don't think I will ever top that week ever. It is so incredible and humbling to think that others appreciate what I do.

**How many contests did you take part in?**

Since 2016 I think I have taken part in about 14-15 lash art competitions.

**Which one was the first you won?**

I entered lash battle 2015, with classic lashes, that's how little I knew, hence I did not place, but I wanted to get better and do fantasy lashes because I loved the creativity.

I came 3rd in London's Lash Battle in 2016 the theme was wild forest, I did everything myself, my photographer was Ian Eddy and I was up against some formidable talent who work in top professional teams, this award will always be special, because I do it all myself except for photography.

**Please, share your experience with us?**

From then I went pretty mad, entering as many competitions as I could find.



I think I placed 1-3 in pretty much most of them. I was subject to my theme choice on a couple so didn't place, but these same pictures have been front covers or features in lash magazines, so every one of my lash arts have been a success in one way or another.

**What was the most difficult in taking part in championships?**

Time is my enemy. I did get a photographer in on this one, only because I now know, that after doing lashes, hair, make up and costume, I am exhausted when it comes to my photos. I had worked so hard on the costume, I didn't want to run out of energy to get the right shot. I also wanted to go to a local disused gunpowder works as a location. My photographer Paul Harris travelled 50 miles each way to do the shoot.

**Are you planning to take part in more championships?**

I have one more big competition I want to enter this year, I have already started, I have 4 months to work on it. I am not doing as many competitions this year as previous years as I feel I was close to burning myself out. I have a full client list, I work 10+hrs per day and I also offer training under Leanne Harber's Ultimate brand.

**What are your closest plans about your business (if you're ok to share of course)?**

I am holding two lash art workshops and I am also a guest speaker at The Lash Social Conference in Hertfordshire hosted by Genevieve Hickin (Harding) in Sept this year.

I am also trying to pull together a lash art mentoring course that I can offer, as I have people ask but I'm so busy, I can't find the time to organise it.

**What is your advice for people who plan to take**

**part in lash art online and online championships in general?**

Have a go! Even if you don't place the images can be used to promote your skills and lash art is sought after in all lash magazines, so your work may still get used, send it to them, it's all great promotion. Theme choice is important, make sure it inspires you, so you will love it, no matter what the outcome.

**How many trainings did you take until you felt confident as a lash artist? And how much time did it take you?**

My first training in 2014 was not great, I then looked around and found Frankie Widdows I learned a lot from her 'lash tech tutorials' that I subscribed to for a year or so. I also took her volume 1:1 and lash masters course, I attended the U.K. first lash conference organised by Frankie, that was an amazing day. I then found Rachel Bridges Lessons in Lash artistry forum and learned more advanced and creative techniques there. I had volume mentoring from Vicky Rugg. Leanne Harber has taught me so so much, this lady loves to share her knowledge as is so inspirational. I did the super yacht conference which was so inspirational, so much talent in one room. I also had 1:1 fantasy lash art workshop last year with Miranda Tarpey which was a fun learning day.

I have my eye on a couple of trainers I would love to train with this year, but I don't think I will have time sadly. I like to go to training at least once a year, I feel it keeps me motivated and up to date. But conferences are great for keeping up with changes in the industry.

**Thank you very much!**

Interview by Hanna Babanakava

# #30DAYS LIVE

## On Facebook



4,785 People Reached

2,713 Video Views

287 Reactions, Comments & Shares

76 Like	37 On Post	39 On Shares
9 Love	6 On Post	3 On Shares
1 Haha	0 On Post	1 On Shares
1 Wow	1 On Post	0 On Shares
195 Comments	58 On Post	137 On Shares
8 Shares	6 On Post	2 On Shares

2,646 Post Clicks

242 Clicks to Play	0 Link Clicks	2,404 Other Clicks
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What if I told you that it became super easy to attract more potential customers to your business just by using one simple feature available on the most of social media platforms?

It is called Live Videos! This feature allows your audience to see you as a real person and build a trusted brand. Most probably you have a service or a product, and in order for your potential customers to be interested in these, you have to shine in front of all of your competitors. As a matter of fact, it costs a lot of resources to be on the front line or on the first page of Google when people look for related keywords.

We've dedicated our lives on finding and researching the solutions to help businesses grow and expand online. We actually found a solution that helped us to generate more clients within only one month with zero investments. I am not going to say that this solution will help you to make millions of dollars. But it will definitely raise your brand awareness and grow your audience if you properly prepare all the steps.

We called it a #30daylive challenge. All we had to do is to go Facebook Live for 30 days for only 5 minutes and talk about something positive and motivating. It wasn't really related to our business, because we wanted to see what is going to happen with the audience if they would see our faces for 30 days straight. Our popularity grew within those 30 days by at least 100%, and out of nowhere, we started to receive calls asking us about the case study of this challenge. As a result, we raised our sales by 60%, comparing to the previous month before the challenge.

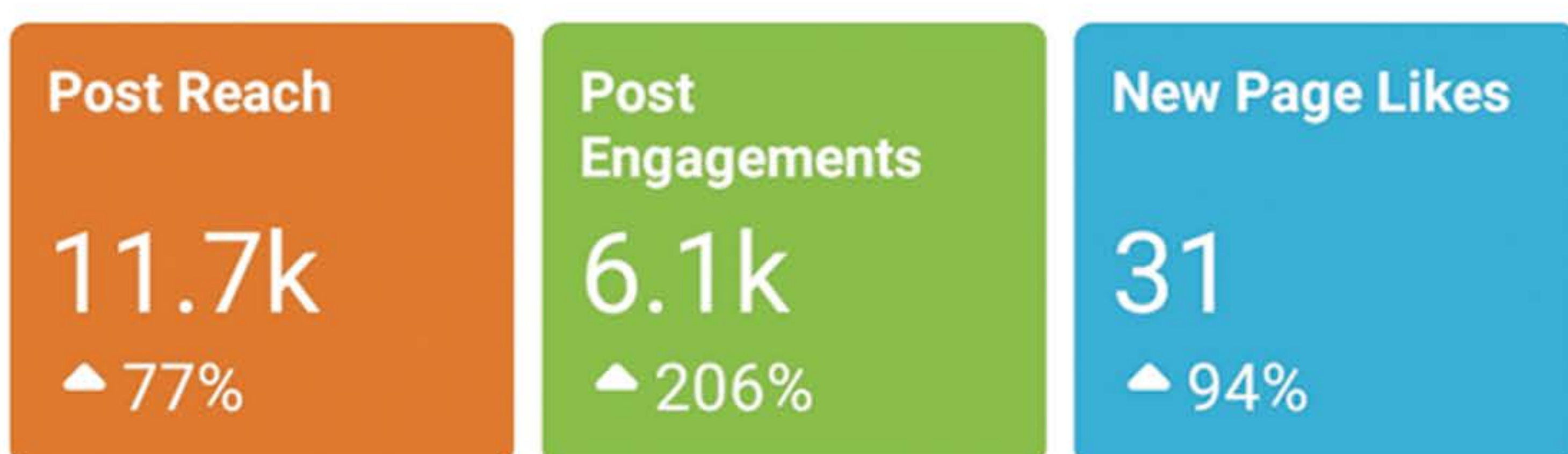
The first topic we talked about was the separation of Russian speaking entrepreneurs in Montreal. Mostly about why Russian speaking people don't support each other. It is a pretty common problem in almost all the nationalities living abroad, but for us since we are Russian it is a touchy subject. On the picture below you can see the stats of a single live video with all the comments and reactions. This very first video made a huge boost to our popularity. It is almost impossible to make 2,646 post clicks with 4,785 people reached, because usually the percentage of engagement is lower unless you are already famous on the internet.

The second topic was asking entrepreneurs to present themselves in the comments and to have a little chat. Again all this was done absolutely organically without paying a penny. It wasn't hard to find topics to talk about, but it was tougher to keep the audience entertained for 5 to 7 minutes. As you can see this topic got 703 post clicks with 3,751 people reached, so as a matter of fact it is very important. If you are going to use Live videos yourself, you have to be careful what are you talking about. You don't need to perform like an actor, but you have to have a catching headline in the description of the video.

This challenge will not only help you build your online presence, but also get you out of the comfort zone. Most of us have fear of criticism, and not everybody will be able to talk on camera for even 30 seconds. These 30 days will help you to become more self-confident and goal-oriented. Be yourself!

6 May - 2 June

Last 28 Days



On the picture (Monthly statistics of the 30 Days)



## Performance for Your Post

3,751 People Reached

1,716 Video Views

80 Reactions, Comments & Shares *i*

40 Like	19 On Post	21 On Shares
3 Love	0 On Post	3 On Shares
1 Haha	0 On Post	1 On Shares
21 Comments	17 On Post	4 On Shares
15 Shares	13 On Post	2 On Shares

703 Post Clicks

113 Clicks to Play <i>i</i>	0 Link Clicks	590 Other Clicks <i>i</i>
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### NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

In 2018 we were invited to the Lash Global Conference for the first time and even people who are solely in the beauty or lash industry needed marketing tips for your business.



Next year we are invited as speakers on Lash Global Event by Angel Wings 2019, and we are going to talk more broadly about the trends and features of Social Media, and how you can use it in your favor. We will share the insights and statistics of our company, show you the cheats and the tools we use to generate the income from Social Media. It fits every business, no matter what industry it is in. You are all invited, see you there.



If you want to have a 15-minute online marketing strategy call with our team or with me personally, just book it on our website:  
<http://www.firedupenterprises.ca/landing-page19823267>

Like our Facebook page: <https://www.facebook.com/firedupenterprises/>



Andrey Akhmetzyanov  
 Co-Founder and VP of Fired Up Enterprises Inc.  
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# ECHOES OF LGE 2018

On May 2-3 2018 in Montreal, Canada was hosted the first lash event of it's kind in Canada and the biggest conference as well as the biggest lash Competition held in Canada - Lash Global Event 2018.

"As an organizer I was really scared to fail and let down so many people, but fortunately everything went nice and smooth. It was such a success for this ambitious event!

We started preparation more then a year in advance. In winter 2016 I got the idea of making it, and in March 2017 the actual preparation started. I knew there will be lash award event in Toronto, that's why it was twice as extreme for me to organize it on the dates I wanted. Almost to the end I was worried it will be too expensive to happen at all, but fortunately we were able to make it.

I can't say I didn't know anything about organizing such event. I have an education in social pedagogy that can be "upgraded" to any psychology profession as well as entertainment and event organizing. I was taking part in eyelash championships myself, and I had previous judging experience. I made some notes about what I liked about the Lash events I saw and what I didn't, and I tried to apply the best practices to my own event.

We also tried to provide as much useful information and as many good valuable presents to our participants as we could. I knew I need to make it so the participants would REALLY love it.



## Lash Global Conference & Championship

One of the main difficulties of organizing is to make everything work for you. Even a single interruption will cause an immediate wave of disturbance, and I definitely wouldn't want to be in the middle of this storm of events. That's why I felt very anxious trying to control everything up to the last moment when all the cups were given away.

I didn't feel bad at the days of the event. I was curious how my guests will react to this idea, including speakers, presents, and the place itself. I was very surprized to get such huge support and cheers from my colleagues and participants. When it just started I was not sure if I would make it again. But the more time passed the more I felt

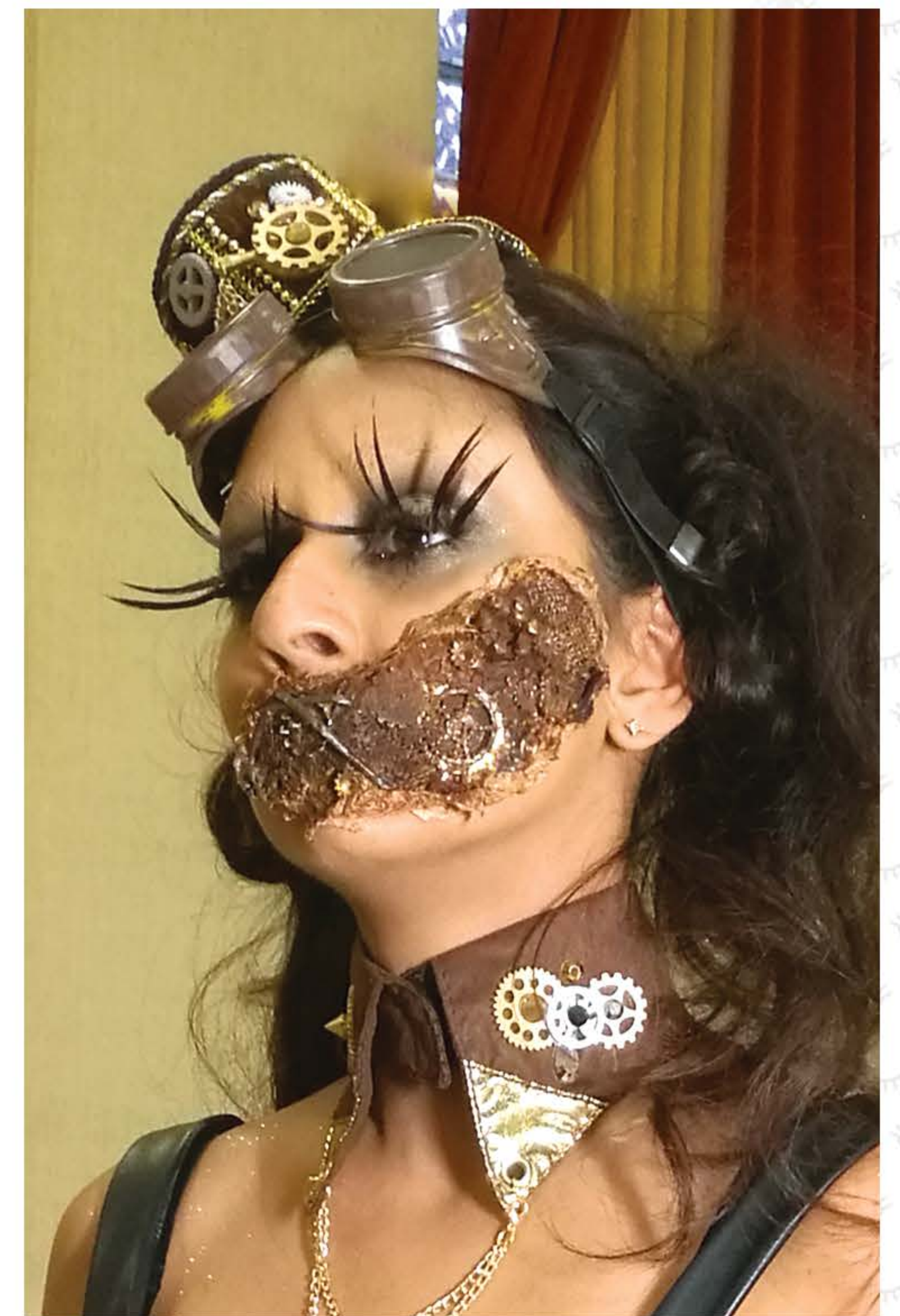
convinced that there will be LGE in 2019. There was no doubt."

### AT THE EVENT

"We tried to keep it simple but pleasant. The music, the volunteer support and answers to arising questions all of it, I believe, created the desired friendly atmosphere. It was the first such experience for so many participants, and I wanted them to have the best impressions from this kind of events.

We conducted interviews with our VIP guests and contestants, and I think this was also very intertaining. You can find these interviews on the official facebook group of the event as well as at Lash Expert part of Angel Wings website. Our judges laked about their feelings and impression after their judging. We will make even more of these videos afterwards, so the participants would know the jury better and know what they need to do to increase their chances of winning.

I was also very surprized in a good way by the quality of the Lash Art live category. From my experience I know it usually becomes better and crazier every year. But the first is always the most confusing for the judges and contestants alike. Fortunately from the very beginning we all moved in the right direction. I can't wait to see the works next year."



## JUDGES & SPEAKERS

### ORGANIZER



ELIZA HOLMES



LAURA KAMINSKIENE



HANNA BABANAKAVA



JILL HEIJLIGERS-PELOQUIN



MICHELLE MEREDITH-RATH



JULIA MANN



ELLIE MALMIN



INGA MISIUTE



DANIIL KULAYEV



YVONNE VAN WIERN



HAJNALKA SIMON-LENDVAI



OLGA SHARIPOVA



MARTA WIATR



JULIA KOVALENKO-ALVAREZ



FRANKIE WIDDOWS

### AFTER THE EVENT

"When it was all over I felt totally exhausted. I understood why lots of event organizers just disappear for some time after their events. It takes too much efforts and we need to recover mentally and physically."

MAY 18-20, 2019  
VIDEOS WORLDWIDE

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& ONLINE STREAMS!



Lash Global  
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is now OPENED!

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#lashglobal2019

#### POST-EVENT INTERVIEW WITH FIRED UP ENTERPRISES

*"In about a month after the first event was over Fired Up Enterprises took an interview with me. It will be available at the official YouTube channel of Angel Wings: [youtube.com/angelwingsbeautyca](https://youtube.com/angelwingsbeautyca).*

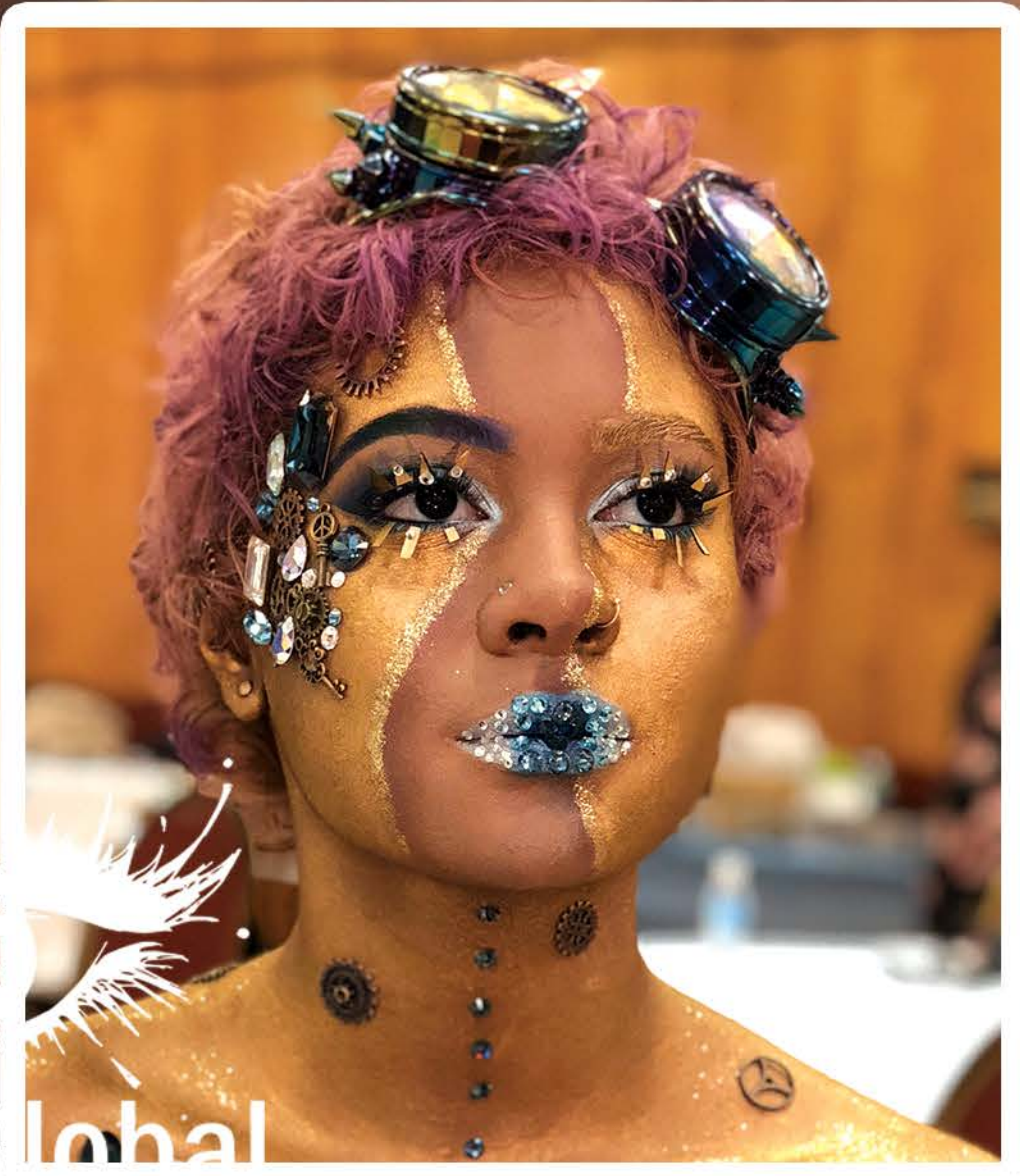
*It was a very interesting experience not only because we all are connected doing business, but also because some questions made me think about the things I didn't think before. If to look from aside - I collected a lot of people who actually are competitors not obly on a champonship, but in the in dustry in general. I think that every person has it's own business path and speed of developement and to make it better and grow faster we can do only through well organized community and sharing up-to-date information. That's what I like from the conferences. Even if the topic is not new, you can always find some new moments every time."*

#### LASH GLOBAL EVENT IN 2019 - WHAT'S NEW?

*"Thankfully to interviews and feedbacks we have decided to make some advancements to the next event. We solved the parking problem and arranged a bus between the hotels and the event place. We made scoring simpler and it's now automatic. The biggest change we did - is we added one more day with workshops and a basic conference ticket gives one workshop for free. If it will be possible all cups will be custimized specially for Lash Global Event.*

*We also making a uniform - t-shirts that are complementary to all live participants.*

*We hope all changes will make the process more interesting and convenient as well as upcoming event in 2019 will be even better and will leave amazing memories!"*



  
**Lash Global**  
Event by Angel Wings®

1st place Lash art live  
Lash Art: TB Kim

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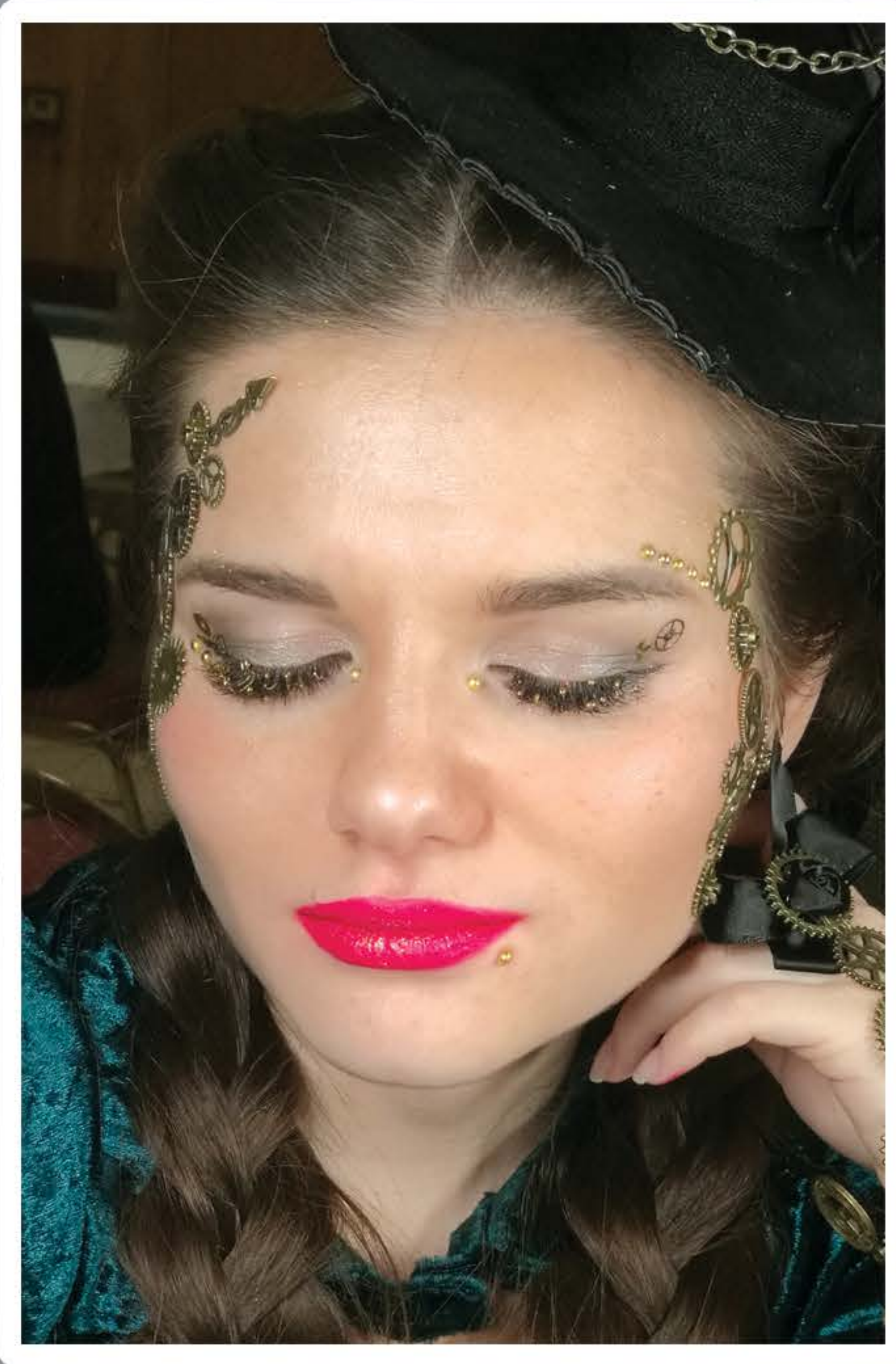


2nd place Lash Art Live  
Lash Art: Cindy Gamble



LASH ROOM

LES C



  
**Lash Global**  
 Event by Angel Wings®

3rd place Lash art live  
 Lash Art: Phyla Kay

Lash Art by Phyla Kay



# Lash Global

Event by Angel Wings®



Lash art by Tarryn Gill





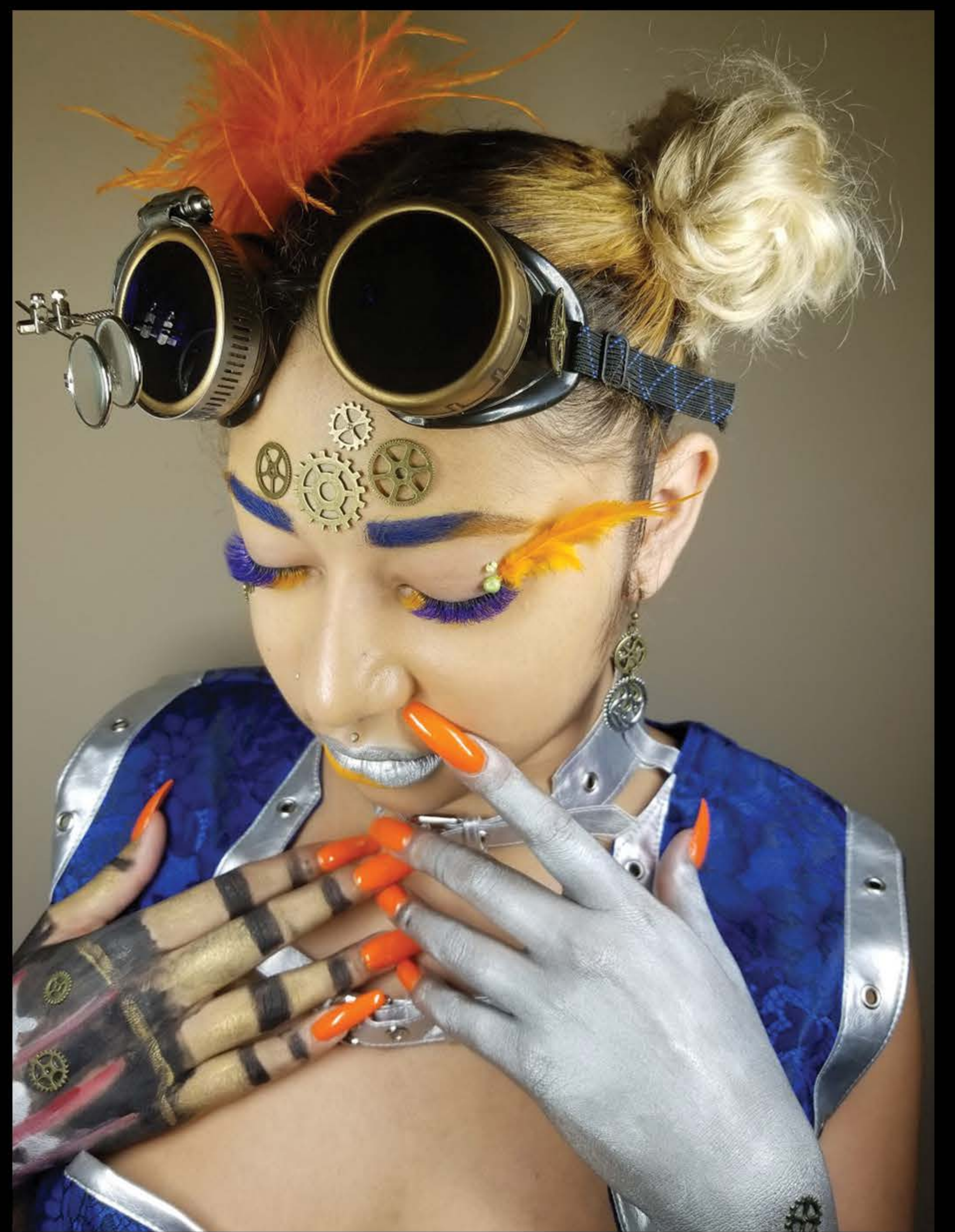




Lash Art: Shizuka Ichinohe







Lash Art: Ly Nguyen





Lash Art: TB Kim











Lash Art: Meri Antonic



# LET THE STRONGEST WIN!

RULES AND REGISTRATION: [ANGELWINGSBEAUTY.CA/CFC](http://ANGELWINGSBEAUTY.CA/CFC)



# WHAT IS CATFGHT?

CatFight is an online championship where everyone can compete for only one cup and three or more prize-winning places.

Yes, only one participant gets the cup. But we always have generous sponsors that are ready to send gifts to at least three people who took one of the first three places.



AnneMarie Lorenzini, CFC #1, 3rd place

What is so remarkable about this championship?

**First, its Rules.** The rules are very simple all paragraphs are very clear.

**Second, its Rounds.** One Round here is one separate contest where the winner gets the cup and a medal of a Round winner (you can see it on the picture on the right). There are no division between experience levels. All Fighters are judged at the expert level of technique.

**Third, its round Categories.** There are mostly unique categories for creating a set. Of course, it can be a 3-5D or Classic, but more and more often we go outside the comfort zones of what we are used to do. For example, our CFC#2 had a Lash art portrait online category, where you didn't need a full costume just a portrait. Moreover, you had to add a short text to describe what had happened to the character you had created. Isn't it amazing?!

**Forth, its Branding and Marketing.** We always try to create the proper atmosphere, an interesting and playful sort of "rough fight" between our participants. The Tiger and the Lion are chosen as symbols of the contest because they are the biggest and the most famous royal cats. We expect that every participant will feel the might of these cats within and will be ready to conquer their territory. Of course, it's just a lash contest anyway.

**Third - its Judges.** All our judges are chosen from the most loyal to Angel Wings Company and our lash activity as well as the most generous people. All our judges are sponsors of the championship as it's a required condition for them to be a part of this online event. It is a great opportunity for the winners to try the best quality products and to know who moves the lash industry forward in general.

**Third - its Cups.** We have amazing stylish cups and medals for the one winner in Round. We are very happy and proud to see amazing feed-backs!

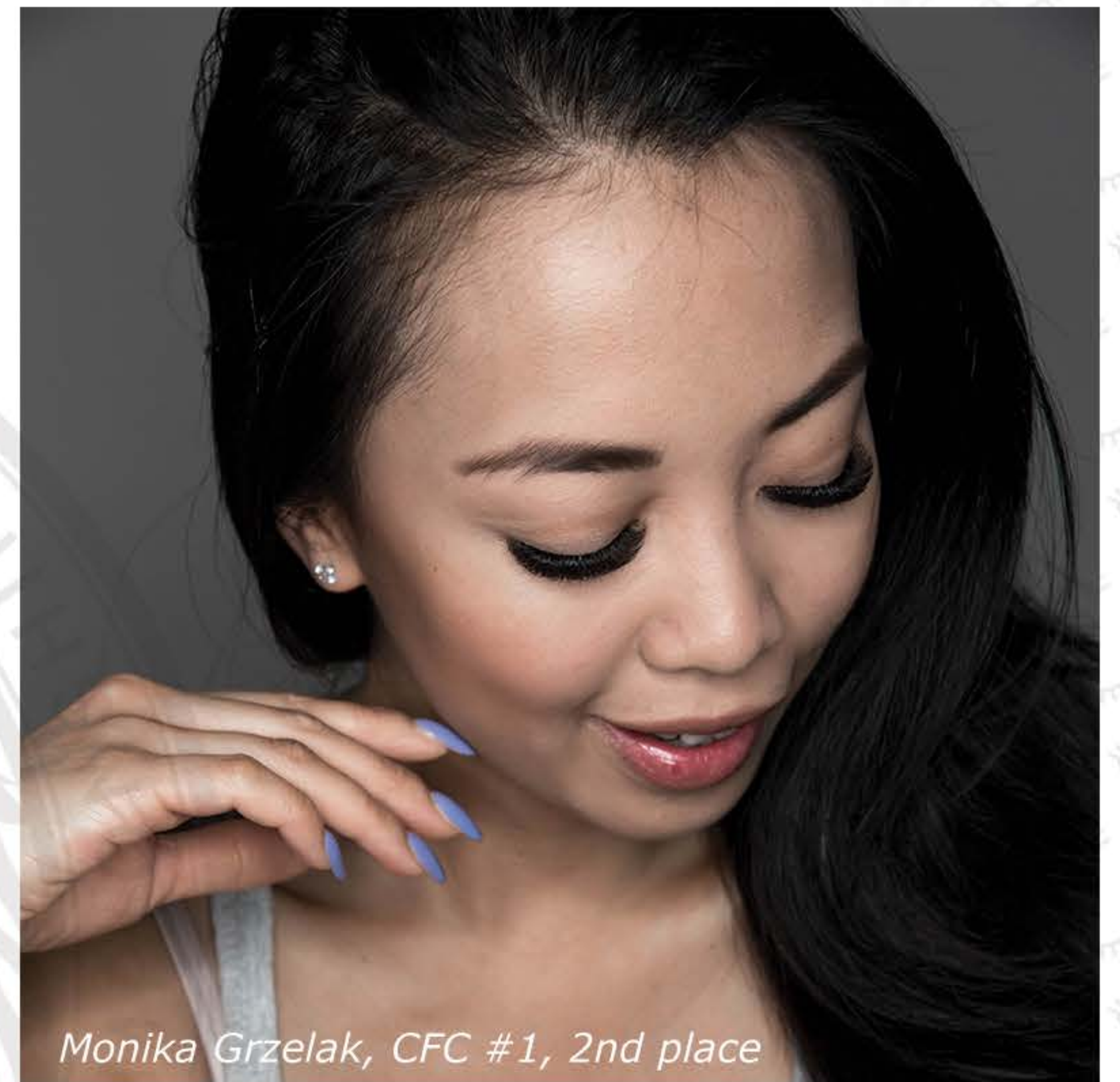
*"Thank you judges for all these great gifts!!! This trophy is so big I love it!!!! Is it weird that I wanna carry it around with me lol"*



Seriously, when you get this kind of a feed back, it made the whole day shine with flourishing colors.

**Upcoming Rounds: category Digest.** We have a list of our new categories that you can take part in right now or in the nearest future.

**CFC #3. Creative volume.** You need to make any volume from 2D to any larger "D". The most important here is not the volume itself, but the accuracy and how it fits your model.



Monika Grzelak, CFC #1, 2nd place

**CFC #4. Velvet volume.** Like playing with layers? This is your chance to show what you're capable of. Two tones of lashes have to be present in your set. One on upper and one on lower layer.

**CFC #5. Elder lashes.** All ages love lashes but are you skilled enough to work on the eyes of older people? Let's find out!

**CFC #6. Geometry Glam (Lash Art portrait).** No costume needed. It's only a portrait. Minimum space for the head, maximum for the upper torso.

**CFC #7. J-styling.** No more models! Take a pair of practice lashes and get CREATIVE!

**CFC #8. Half-a-face (Lash Art portrait).**

**CFC #9. Decoration madness (Lash Art Portrait).**

JOIN US, FIGHTERS!



Carmen Palmiste, CFC #1, 1st place

# CATFIGHT WINNER

## 3-5D BY CARMEN PALMISTE

*1st place CatFight online competition winner's interview.*

*Hi Carmen! Congratulations on the win in our first ever online CatFight Championship!*

*I know you're quite a skillful and successful technician. Why have you decided to take part in our championship?*

I think the first thing that got my attention is the competition name. But the final decision came because I haven't accomplished very much myself, probably because I am a very bad loser. So I decided to push myself out of my comfort zone and do something that I don't do every day.

*Have you ever taken part in live championships and what is your experience with them?*

I have taken part in four live competitions. Two of them I have won and two of them I have lost (took between 4th and 6th place). They are a great way to learn. You learn how to handle pressure, you learn about your work and you actually see judges' feedback to your work. I always recommend that my students take part in competitions. It does not matter if you win or lose, competitions don't determine if you are a good or a bad technician. It is a mix of your knowledge and a little bit of luck. It is just one way to learn.

*What is the coolest thing about taking part in championships, live and online? Also is there one thing you prefer over the other?*

The excitement is the best part! And it is true for both - live and online. You will find out live competition results right after it is over, but online takes time. It might take a week or even a month or even more. Both have pros and cons, so it is hard to choose one over another. My personal favorite is Live competitions, the excitement is so much more fun and I like this kind of excitement. I like the pressure, it makes me work harder and better. You just need to push your limits so much more than you are used to.

The best part in online competitions is that you don't have a time limit, you can actually finish your work and if something is bad you can do it again if you need to. Every day, if you want to. The worst part about online competitions is that if you don't take good photos, you are screwed more or less. Everything depends on your pictures, you cannot afford bad pictures. With Live competitions you don't have this problem.

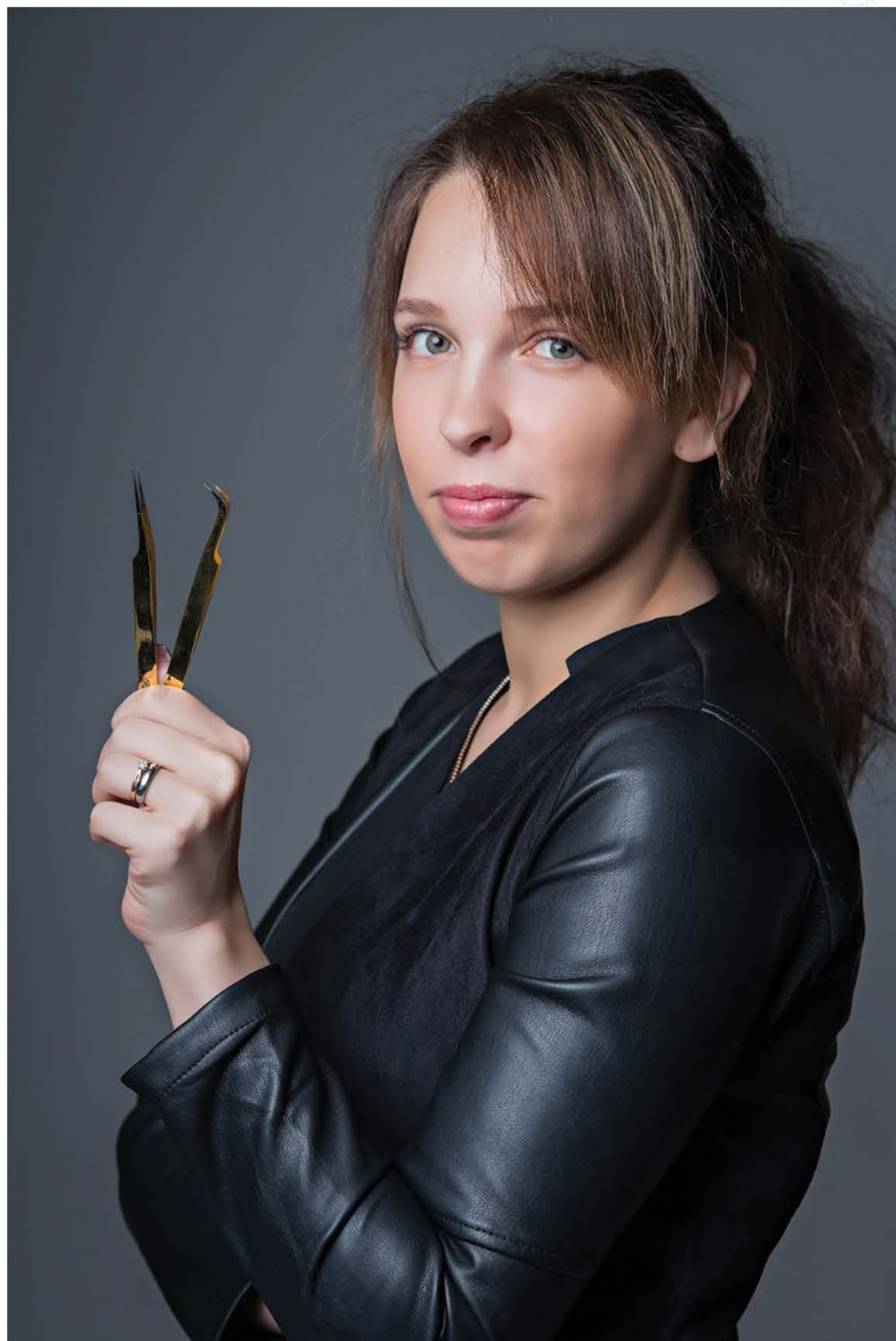
*Have you always worked as a lash technician or have you had another profession?*

I used to work at a concert hall in Tallinn city center, and then I moved to Ireland. I worked at a Google center, then I found myself a husband. Three months later I was pregnant, and there was a change coming for me to become just a stay-at-home mom. I like to work and I'm kind of a work-a-holic. So I decided that I should go to school. Somehow going to University turned into me going to a beauty school. I have no idea how but it did happen, and I decided to learn lash extensions. For many years I thought this is going to be just a phase in my life, and I would go to university. But life had other plans for me. Six and a half years later I'm still doing lashes, and in addition I am going to school again, this time to learn Marketing. I decided to make lashing my career, roughly three years ago. Sometimes it just takes time and courage to admit to yourself what you really like, and you don't need to be afraid about what others think. And that fear of others' opinion of my choice was the main reason why I hadn't started my lashing career sooner.

*Does something you had in your previous job help you in your current job? What qualities in your opinion have to be present in every lash technician?*

What helped? What really helped was that previously 'they' told me how much money I made, when I needed to go to work and when I could have my vacation. So when I decided to go back to work after my first child was big enough, I couldn't do it again. I always hated when somebody told me what I needed to do. I wanted to be my own boss!

I love that if my kids are sick I have the opportunity to stay home, but also my husband can stay home. I like the opportunity to choose my clients, and I don't have to offer services to clients who are rude to me or to my staff. I like that I can choose what time I start my work day and what time I finish, and when or how many times I will have my vacation.



*What do you consider to be the most difficult thing in our career? How do you cope with it?*

I'm afraid of strangers. My social skills are BAD! I'm usually quiet and shy, but I do realize that this is my big problem. So I push myself to do the one thing that I don't like to do and I'm still hoping that one day it will be easier. It still has not happened! But I'm working on it. Yes of course, I have my work face on, every day when I do trainings or speak at a conference, but the anxiety is like the Hurricane Irma inside me.

*Thank you for the interview! Could you wish something to our readers-technicians?*

It is my pleasure! If anything, I wish all the readers-technicians to not give up, to push their own limits, to try new things with a "so what if I mess up" attitude, because to succeed and learn, we first need to fail a bunch of times. But don't just fail, fail hard and pay attention, learn the lessons from your failure and become better at what you are doing. Through the years if there's one thing that I've learned, it's that there's nothing worse than missed opportunities, because I let myself hold me back. So don't let you stop yourself!

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

Interview by Hanna Babanakava

# PROFESSIONAL SECRETS

LIVE AND ONLINE COURSES ON LASH EXPERT™ PLATFORM



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Prize winner



Prize winner



- CLASSIC
- VOLUME
- MEGA VOLUME
- EXPERT VOLUME
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- CHAMPION BOOST
- PHOTO PORTFOLIO
- EXPERT MODELING
- ALL ABOUT LASH ART
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*Skill*

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By trainer: Hanna Babanakava



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We would love to publish articles and photos done by our colleagues. Lash art photos never published before in other lash extension magazines are especially welcome.

We accept articles on marketing, salon management, health and everything else connected to lash extension and lash lift.

Do not hesitate to email us if you want to learn more!

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