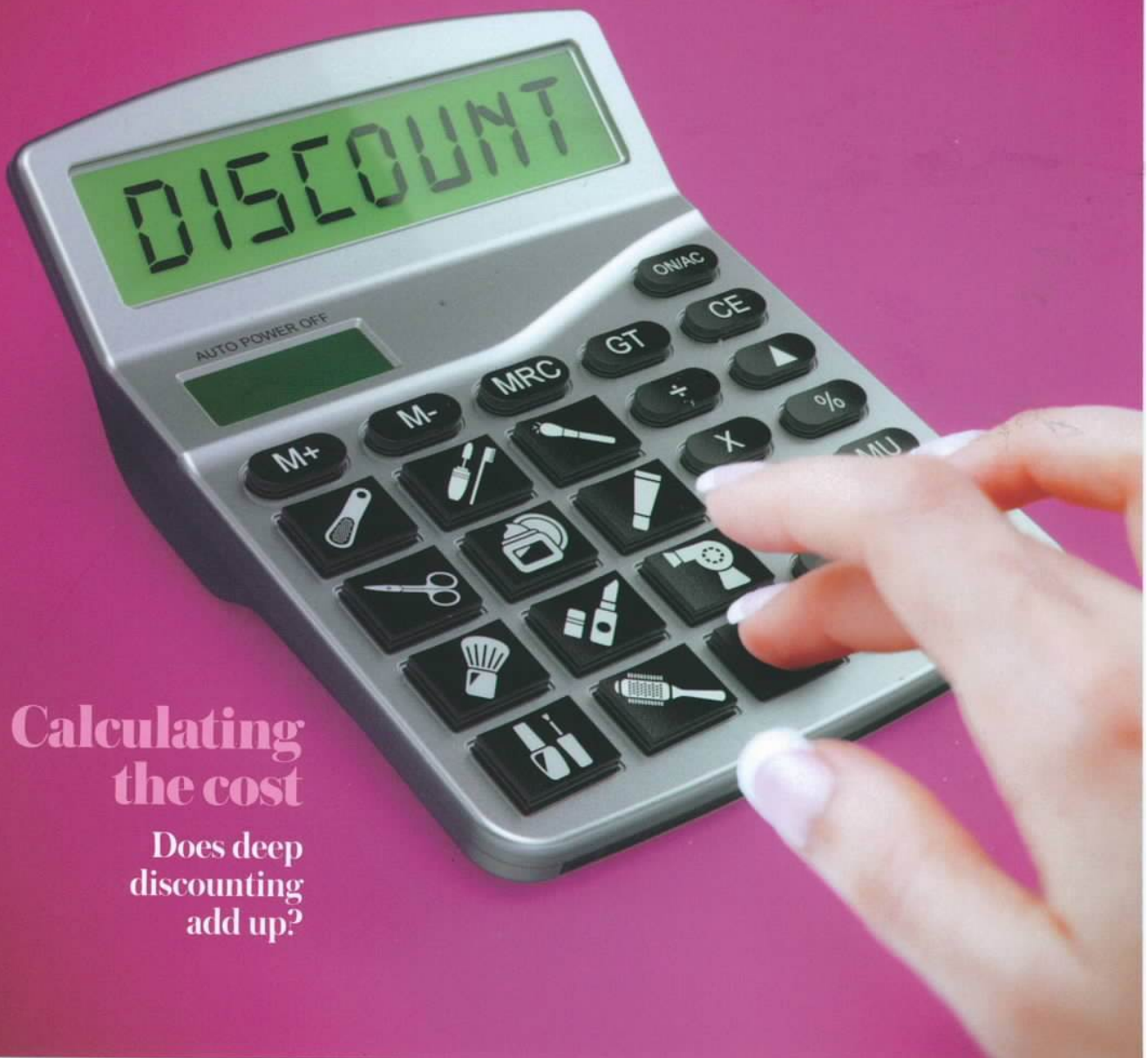


Vitality

The BABTAC & CIBTAC magazine for therapists worldwide



Calculating the cost

Does deep
discounting
add up?

Battle of the brands

HOLLIE EWERS asks two therapists loyal to their brands to battle it out for their chosen lash extension suppliers.

Fighting for Lash Perfect

CHERYL WELLBY

Owner, Beauty Essence Salon, Wickford

When a lot of our clients started asking about lash extension treatments, I did some research and came across Lash Perfect. At the time, three years ago, there weren't many brands to choose from, but I liked the natural look of the lashes and the way you could adapt them into different styles and shapes to suit everyone, which I felt would appeal to the salon's clientele.

I booked two of my therapists and myself onto the Lash Perfect training course. There were only four of us in the training group, which meant we pretty much got one-to-one help. It only lasted a day, but we had six months to complete case studies afterwards.

I thought the training was very good, but I did come away thinking I wasn't going to be able to do it, because they were quite fiddly. But much of it is practice and the case studies give you confidence, as well as help you pick up speed.

Along with the training, we got a start-up kit, which included lashes and other tools, such as tweezers, glue and remover pads, to carry out the treatments.

Lash Perfect has been extremely helpful for advice and support. For example, we had a client who had an allergy to the product and they made suggestions to try different glues or pads. They helped us to follow it through and find out what the cause of the reaction was and, fortunately, we were able to continue giving the client the treatment.

I've also had no problems when ordering stock and equipment. I simply call them, order the products and get them the next day. You can place orders online, along with posters and other marketing products. There are further



retail opportunities as well, including make-up that isn't oil based and can be used with the lash extensions.

Adding Lash Perfect to my business has improved sales and profits. Although it is a long treatment, because I allocate two hours to

each client - so I can do a good consultation - on the whole, it's popular. Clients are coming in every two weeks to have in-fills, so it has increased our revenue quite a bit. It also helps that Lash Perfect includes our name in the client list on its website.

I'd definitely recommend this brand for the fact that there's many different options to offer your clients, whether they want thick, heavy lashes or they just want to accentuate their own for a natural look.

Fighting for: Nouveau Lashes

ANGELA TOLLEY

Owner, Ageless Beauty, Greenwich

I trained in Nouveau Lashes when they first came out, which was about 12 years ago. I'd heard about them through Nouveau, which we use for semi-permanent make-up. I went to the training and found that they were really good, and business took off because we were one of the few places to offer it at that time.

I think the treatment is more popular than ever because it's become more accessible to people as prices have gone down. When I first started you were looking at £120 to £130 for a full set.

It was very easy to get started. I was the first on the team to complete the training, but it was quite comprehensive. It lasted one day and then I had to complete 12 case studies for Nouveau Lashes to assess my work.

As the treatment got more popular, we put more members of staff forward for the training. As far as I'm aware, the training techniques haven't changed over the years, but different glues have come on the market with fewer chemicals and the strength has varied.

As part of the training, we received a basic start-up kit of equipment and products and then we added on more lashes, thicknesses and lengths along the way.

Their support after training has been great and it's easy to order more stock, which is with you within 24 to 48 hours, whether you order over the phone or online.

Marketing materials and posters



were supplied with the start-up kit, but you can order more from the website. There is also a salon database of Nouveau Lash therapists, which allows clients to find therapists across the country who are qualified in Nouveau Lashes and it's free to be included.

At one stage, the impact of Nouveau Lashes meant it was a major part of the business. When it really took off, I had to get more staff trained because I was doing it from 9.30am to 7pm without a break, which wasn't good as it strained both my eyes and my hands. Since then, demand has dwindled on and off but we find that with special occasions, such as Christmas and the wedding season, we get more bookings.

As well as the treatment, we've taken up the retail opportunities provided by Nouveau. We sell the aftercare, which helps prolong the client's lashes, as well

"Their support after training has been great"

as the mascara that goes with the lashes because the longer they stay on, the happier the clients are.

I've stayed with Nouveau over the years

because of the quality of the lashes and other products, and the different looks we can create with them. Yes, there are cheaper brands on the market and to be honest I've tried a couple, but I find that the glues don't last as long or the lashes aren't as good, so I stick with the quality that both my clients and I are happy with. **■**

**There are now two options of training with Nouveau Lashes. Option one is for beginners and takes place over two days. It also requires six to eight case studies to be completed before a graduation day. Option two is conversion training for lash specialists who have previously trained with another brand. This is a one-day course.*