

RETENTION SERIES

# *Highclass Lashes*



## **LASH RETENTION THE ULTIMATE GUIDE 2021**

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“This guide is life-changing... I know I will probably sound dramatic, but seriously, it completely revolutionized everything. My retention now is unbelievably crazy, like clients used to come back for touchups every 2 weeks with no lashes left, but now my clients are coming back every 4-5 weeks with almost all of their lashes! If you told me this was possible a year ago, I would have told you you’re lying. I’ve read every single article you could ever possibly find on the internet about retention and I have never once come across something like this. This guide is worth its weight in gold and more helpful than some \$1,000+ courses I took. Get off youtube university & forget what you learned in that 1-2 day course because this will take you to that next level. I highly, highly recommend blocking off an entire afternoon to sit down with a cup of coffee and studying this guide and doing exactly as they say. Your business and reputation as a Lash Artist will thank you for it! To the team at Highclass Lashes, thank you again, you girls are amazing and the real lash retention experts.”

**Cassy M.**  
**Lash Artist**

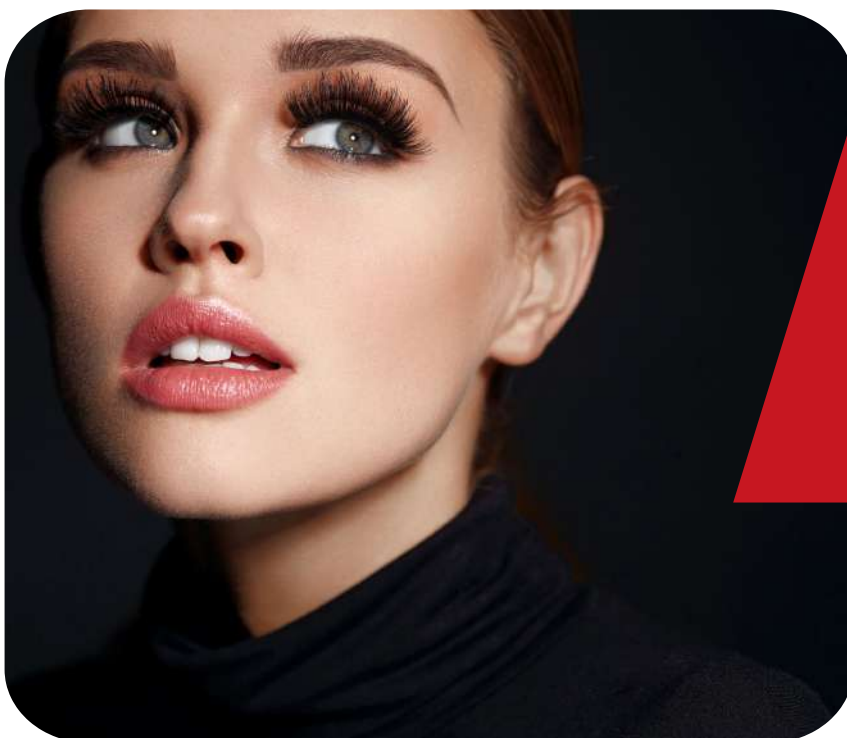
# Hi, we're Highclass Lashes.

The lash company behind some of the best high-performance products on the market today. We help Lash Artists maximize their retention and build thriving businesses.

We know what it takes to achieve the best retention because we've helped train thousands of Lash Artists, and we can help you too.

In this publication is a guide with a quick overall outline of our lash retention system we use with our students, private clientele of lash professionals and exclusively selected beauty salons to help them achieve their best record-breaking retention yet.

Review this guide to get an idea of the steps involved and when you are ready to take that next step, we can help you maximize your retention whether through our performance products or private trainings.



"Use what you learn and let us know how your retention has improved. We would love to hear back from you!"

*The Highclass Lashes Team*



# Overview

Foundational Understanding: Part 1 —  
**Understanding The Chemistry Behind Your Adhesive** 6

Foundational Understanding: Part 2 —  
**Understanding Factors That Affect The Bond & Retention** 14

Putting It All Together:  
**The Highclass Lashes Retention System** 26

Troubleshooting:  
**Retention Issues** 41

*\* Please keep your email current as we will periodically email you a new updated version of this guide as we make changes and new discoveries.*

*\*\* This guide was written by our in-house chemists. We had to trim this guide down to make it legible and easily understandable, by a lot — they got a little too excited and started going into quantum mechanics (and they also spend too much time with their other PhD colleagues).*





FOUNDATIONAL UNDERSTANDING: PART I

# **The Chemistry Behind Your Adhesive And Understanding How It Cures**

## Foundational Understanding: Part 1

# The Chemistry Behind Your Adhesive And Understanding How It Cures

Lash retention has everything to do with your adhesive and understanding what is happening at the microscopic level.

You always hear that cyanoacrylate adhesives are moisture sensitive and extremely sensitive to humidity and temperature, but what exactly does that actually mean?

**The short answer:** When your adhesive comes into contact with moisture (water in the air or on the surface of your client's natural lashes), the adhesive cures. How fast or slow your adhesive cures depends on the amount of moisture present: The greater the moisture, the faster the adhesive cures; the lower the moisture, the slower the adhesive cures. How much moisture is present greatly depends on the humidity and temperature: Generally, the hotter and more humid it is, the more moisture that is present; the colder and less humid it is, the less moisture that is present.

This means in the summer (or hotter, more humid environments) there is more moisture present, therefore your adhesive cures faster and often will cure too fast or cure completely before you can even place down an extension causing pop offs and poor retention; whereas in the winter (or colder, less humid environments) there is less moisture present, therefore your adhesive cures slower and often takes too long to cure or doesn't cure at all causing stickies, extensions to slide off and poor retention.

# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

The #1 problem with all adhesives is they are extremely sensitive to moisture, humidity and temperature. And with the changing seasons, constant fluctuations in humidity and temperature, and random and finicky weather (especially now from global warming), your lash retention will be all over the place and unpredictable.

Even with an adhesive marketed to work in a wide humidity range, you will still constantly find your adhesive cure time fluctuating and changing and therefore affecting your retention.

However, despite all of this, the current generally accepted solution to this problem in the lash industry is to shop for adhesives that are suited to the humidity range in your workspace environment rather than making your workspace suit your adhesive, ie: Most Lash Artists are made to believe they need to purchase different adhesives for different humidities.

So they would have one high humidity adhesive, one low humidity adhesive, one mid-range humidity adhesive, a sensitive adhesive, and so on. The problem with this is, even if even if you don't use up your adhesives, you will still need to constantly re-purchase these adhesives every month. Four adhesives every month at an average price point of \$40 comes out to almost \$160+ per month just for adhesives alone — and if you have multiple stylists in your salon, this gets expensive, fast.



# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

All of our private clients and Lash Artists use only 1 adhesive year round — and they can predictably control their cure time with laser-like precision. They are able to achieve perfect retention every time using our system and it always starts with understanding what is happening at the microscopic level with their adhesive.

To return to the original question at hand: You always hear that cyanoacrylate adhesives are moisture sensitive and extremely sensitive to humidity and temperature, but what exactly does that actually mean?

Here is how we answer that question at Highclass Lashes.

**The long answer:** Found inside your adhesive is a unique blend of various chemical compounds — cyanoacrylate (the active agent), a thickener (to control viscosity, strength and depending on the formula of the adhesive, some formulas includes a scavenger compound to reduce formaldehyde emissions), a stabilizer (a weak acid to prevent the polymerization of cyanoacrylate within the bottle and increase shelf-life), and a coloring agent.

Don't worry, we will break everything down to where you will be able to understand everything we are talking about by the time we are done *even if you failed chemistry class in school*. All jokes aside, please note: this is all important and we advise re-reading this entire chemistry section at least 2-3 times to fully grasp the concepts contained herein.

# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

The important thing to pay attention to here is: the **stabilizer** and how it affects the **polymerization** process (or what every Lash Artist knows as “curing”).

To explain how the cyanoacrylate in adhesives polymerizes (cures), we must first start with the stabilizer found inside cyanoacrylate adhesives.

The cyanoacrylate in your bottle is stabilized with a weak acid to prevent polymerization (curing) of the cyanoacrylate while it is inside the bottle. What this means is each cyanoacrylate molecule is safely cushioned with these smaller hydrogen-rich acid-stabilizer molecules to prevent the cyanoacrylate molecules from prematurely reacting with any moisture (otherwise cyanoacrylate adhesives would just instantly start polymerizing (curing) the moment they're manufactured and bottled and wouldn't last more than a few days because they are incredible reactive molecules).

The important thing to note here is: This also means these weak acid-stabilizers are also present in your adhesive drop and therefore in the adhesive on the extensions as you are applying them. However, once we are applying an extension, we don't want these stabilizers still present in the adhesive anymore and preventing the cyanoacrylate molecules from polymerizing (curing). We will need to remove the protective shielding of the stabilizers in order to expose the cyanoacrylate molecules to moisture and allow polymerization (curing) to occur.

# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

To remove the protective shielding of the stabilizers, the weak acid-stabilizer must first be completely neutralized by a weak base and be deactivated. This weak base naturally comes from the surrounding moisture in the air. Moisture is water,  $H_2O$ , and at any given time, there will always exist trace amounts of a positively charged  $H(+)$  and negatively charged  $(-)O-H$  in the air as  $H-O-H$  'breaks' apart — the weak base is the  $(-)O-H$ , a hydroxide ion. And this weak base will automatically attract the weak acid-stabilizer and when they come into contact with each other, they will immediately react to form a salt and water — neutralizing each other until no more stabilizer is left, effectively deactivating the stabilizer. The water formed as a result of the neutralization of the acid and base is also important to note because the more water formed means the more moisture present, more moisture means more

weak-base hydroxide ions are available, and with more weak-base hydroxide ions available to react, the faster this neutralization process occurs — until all the weak acid-stabilizer in the cyanoacrylate has been deactivated. Now, that the stabilizer has officially broken down, the cyanoacrylate is now exposed to moisture; without the stabilizer, cyanoacrylates are extremely reactive, resulting in rapid polymerization (curing) almost instantly. When the next  $OH-$  hydroxide ion (weak base) comes near a cyanoacrylate molecule, it would instantly react (the stabilizers aren't there to protect the cyanoacrylate), setting off the polymerization (curing) reaction — and this reaction will continue until all the cyanoacrylate molecules have bonded with all the other cyanoacrylate molecules in the adhesive, linking together to form a single solid polymer chain.

# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

The surface of the cyanoacrylate bond will feel “dry” to the touch all within a few seconds and will reach full strength within 24 hours when all the cyanoacrylate fully polymerizes (cures) internally within the adhesive (the cyanoacrylate cures in layers, much like baking a cake; the outside will look fully baked but the inside can still be wet and uncooked).

## Quick summary:

- 1.** Pure cyanoacrylate by itself is extremely reactive and would immediately start polymerizing (curing) in the presence of moisture. (Moisture is everywhere on Earth. The only place where this wouldn't be an issue would be in an 'empty vacuum' like outerspace and until clients start asking to get their lashes done in space, we don't have to worry about that.)
- 2.** To prevent instant polymerization (curing), cyanoacrylate is stabilized with a weak acid. (However, this weak acid-stabilizer does not 100% prevent polymerization (curing), it merely slows down the rate at which the reaction happens. Hence, why your adhesive eventually expires, but lasts long enough to be useful.)
- 3.** This weak acid-stabilizer must first be neutralized and deactivated in order to 'activate' your adhesive and allow the cyanoacrylate to polymerize (cure). (The weak base -OH hydroxide ions that exists in trace amounts in moisture neutralize the weak acid-stabilizer. Typically when an acid and base react, they neutralize each other to form a water and salt. More water means more moisture, further accelerating this process.)

# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

4. Moisture must be present for these reactions (neutralization of the stabilizer and polymerization of the cyanoacrylate) to occur.

5. Anything that affects moisture would therefore affect polymerization (curing) and the performance of your adhesive, ie: lashing in too hot/cold and too dry/humid environments. You need a goldilocks environment to lash in; the humidity and temperature in your workspace environment can't be too much or too little — it needs to be just right.

## **Additional supporting fun-facts:**

- Stabilizers do not 100% prevent polymerization (curing), they can only slow down the rate at which glue can polymerize (cure).
- The same weak base (-OH hydroxide ion) that neutralizes and deactivates the weak acid-stabilizer, is also the same weak base that activates the cyanoacrylate and initiates polymerization (curing).
- The weak acid in adhesives stabilizes the cyanoacrylate and shields it from OH- hydroxide ions (weak base) in the surrounding moisture that would otherwise cause cyanoacrylate to immediately polymerize (cure) and harden to the touch.
- The weak acid stabilizer protects and shields the cyanoacrylate by immediately “attacking” and react with any approaching OH- hydroxide ions (weak base) that come near and will neutralize these OH- hydroxide ions (weak base) before any can react with the cyanoacrylate molecules and start polymerization (curing).

# The Chemistry Behind Your Adhesive And Understanding How It Cures — Continued

- The more adhesive used, the more stabilizer will be present. Stabilizers must be neutralized and deactivated first before polymerization (curing) can occur. This is why if you use **more** adhesive, the **longer** it takes for all the stabilizer to be neutralized and deactivated (because **more** moisture is required), and the slower the cyanoacrylate polymerizes (cures); whereas, the **less** adhesive used, the **less** stabilizer is present and therefore the faster the stabilizer is neutralized and deactivated (because **less** moisture is required), and the faster the cyanoacrylate polymerizes (cures). This also explains why the cyanoacrylate in your bottle can only last 4-6 weeks because the adhesive contains the **most** amount of stabilizer and **least** exposure to moisture and weak base -OH hydroxide ions. The cyanoacrylate in your glue drop can only last 10-30 minutes, and the cyanoacrylate once applied onto a natural lash can only last 0.3-5 seconds because the adhesive contains the **least** stabilizer and **most** exposure to moisture and weak base -OH hydroxide ions.

\*The base needed to neutralize and deactivate the stabilizer in the cyanoacrylate adhesive **preferably should be a weak base** (like the -OH hydroxide ion from the surrounding moisture). **However even a strong base (like from common hair perming, coloring, dyeing and lash lifting products, bleach, ammonia, etc) can also neutralize and deactivate the stabilizer (and negatively affect your adhesive).** These chemicals release strong bases with strong negatively charged vapors and since these vapors are a much stronger base compared to the hydroxide ions, the stronger base will take precedence in the neutralization reactions with the weak acid-stabilizer. This means the stronger base can easily overpower this neutralizing process, rapidly accelerating that reaction and initiating polymerization (curing) of the cyanoacrylate much faster than normal, causing it to harden extremely fast.





FOUNDATIONAL UNDERSTANDING: PART 2

# **Understanding The Factors That Affect The Bond And Retention**

## Foundational Understanding: Part 2

# Understanding The Factors That Affect The Bond And Retention

Now that you understand the chemistry behind how your adhesive works on a molecular level, we can now explore all the factors that can affect your retention.

The question we will be asking is:

*How does each of these factors affect our retention?*

### **Listed in order of priority and importance, the major culprits of poor retention:**

- 1.** Humidity and temperature of your workspace environment
- 2.** Moisture and pH on the surface of your client's natural lashes
- 3.** Using safe diameters and lengths
- 4.** Quality of your products
- 5.** Your pre-application and application technique
- 6.** Client aftercare and natural lash cycle

Please note: 1-4 is responsible for a majority of all poor retention issues, accounting for over 75% of all issues and the remaining 5-6 account for 25% of retention issues (with client aftercare being at the bottom of the list and least likely cause of poor retention, accounting for less than 5%) — we will explain our reasoning and findings.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 1. Humidity and temperature of your workspace environment

Humidity (or the amount of water vapor in the air) will affect how fast or slow your adhesive cures.

Lash adhesive uses moisture in the environment to cure. There must be a perfect balance of heat and humidity in the environment for adhesives to properly dry and cure.

The greater the humidity, the faster the adhesive cures. However, too much moisture and your adhesive will cure too fast or over cure before you can even place down an extension, causing pop offs and poor retention. This can also cause adhesives to turn white, this is called blooming or shock polymerization; contrary to popular belief, this does not weaken the adhesive or make the bonds brittle, it is merely a cosmetic impurity and does not affect performance.

The lower the humidity, the slower the adhesive cures. However, too little moisture and your adhesive will not cure properly or take too long to cure, causing stickies, extension to slide and poor retention.

Both under curing and over curing will cause poor lash retention on clients and lashes may come off within a few days.

Temperature affects how much moisture the air can “hold” and can also accelerate or delay the curing process:

# Understanding The Factors That Affect The Bond And Retention — Continued

## 1. Humidity and temperature of your workspace environment

- Hotter temperatures can hold more moisture as well as speed up chemical reactions
- Colder temperatures can hold less moisture as well as slow down chemical reactions

Important to note and observe about temperature: **Hot air rises, cold air sinks — and with it moisture.** If there are swings in temperature and fluctuations, you can also expect adhesive performance issues because the moisture in the air can either sink and concentrate near the floor (causing your adhesive to cure faster) or completely rise to the ceiling (causing your adhesive to cure slower since most of the moisture needed to cure will not be present near you). This is another reason why we absolutely want to control our temperature (and humidity) and keep the environment consistent to ensure consistent performance with our adhesive.

The problem is humidity and temperature can be extremely finicky, constantly fluctuating, and all over the place. If you cannot control your humidity and temperature, it will be unpredictable, therefore the performance of your adhesive will be unpredictable and so will your retention also be unpredictable.

On the other hand, if you have consistent humidity and temperature, the performance of your adhesive will be consistent, and so will your retention also be consistent.

Later on in this guide, we will show you exactly how we do this for our private clients.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 2. Moisture and pH on the surface of your client's natural lashes

For optimal bonding and to achieve that magnetic “instant grab,” there are three important areas you need to know about:

**1.** The surface of client's natural lashes are naturally acidic with a pH of 5.5 (and can actually be more acidic depending on their genetics and hormones) — you want to bring the pH up to 7 to have a neutral base to work with.

Acidic surfaces cure more slowly because the weak acid-stabilizer is already acidic, so when you add a weak-acid stabilizer on already acidic lashes, you will only create an even more acidic environment.

The problem is, to start polymerization (curing) of your adhesive, all the weak-acid stabilizer must be neutralized and deactivated. In this more acidic environment, it will take a lot longer to neutralized and deactivated the stabilizer (because you will need more moisture and more of the weak base -OH hydroxide ion).

Therefore you will have a much slower cure time with lashes not sticking, sliding, and staying “wet” — this will also cause stickies.

The **2nd reason** why you want the surface pH to be neutral (7 pH) and not acidic, is because it also affects the porosity of the client's natural lashes, or if the lashes' hair cuticles are open or closed. You want to open up the lashes' cuticles a little bit (but not too much) so the adhesive could have a much larger bonding surface area and also get underneath the cuticles and have something to ‘grab’ and hold onto.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 2. Moisture and pH on the surface of your client's natural lashes

Otherwise, if the lashes' cuticles are closed, it's harder for the adhesive to 'grab'.

### How pH or acidity/basicity affects hair

**porosity:** Once the lashes are acidic (pH <6.9, acidic is pH 1-6.9), they tend to close and stay closed, once the lashes are neutral (pH 7), they start to open, and once the lashes are basic (pH >7.1, basic is pH 7.1-14), they really open wide.

### Sometimes you could visually tell if the lashes are acidic or neutral pH:

Acidic hard-to-grab lashes tend to look more sleek and glossy compared to neutral/basic easy-to-grab lashes tend to look more dull and matte in appearance.

**2.** You want moisture to be present both in the air **and** on the surface of your clients natural lashes. If the surface of the client's lashes are dry and do not have any moisture present, the adhesive will not be able to immediately 'stick' and you will not experience that magnetic "instant grab" that you should feel. The moisture in the air will cure the adhesive from the **outside** whereas the moisture and pH will allows the adhesive to cure from the **inside** — **you want both.**

**3.** Dirty lashes are all too common — you want a clean surface to work with, so you could properly prep the lashes (add moisture, neutralize surface pH, increase bonding surface area, etc) and ensure the perfect bond between your adhesive and your client's natural lash.



# Understanding The Factors That Affect The Bond And Retention — Continued

## 2. Moisture and pH on the surface of your client's natural lashes

Clients should be advised to clean their lashes at least twice (preferably three times) before coming to their appointment because cleaning just once tends to just move all the oils and residual makeup around.

The problem is not all pre-application products are created equal. When our team tested several brands, we noticed huge differences in quality with products with varying pH levels and some products even drying out the lashes. We will provide recommendations on which products to use later on in this guide.

## 3. Using safe diameters and lengths

Heavier thicknesses (diameters) and longer lengths than your client's natural lashes can support will overload the lashes and result in premature shedding, breakage and overtime, cause traction alopecia.

**Common misconception** to assume thickness (diameter) to equate to volumetric weight (or the dimensional weight of a lash in a given space to determine true weight): *ie. Most Lash Artists assume a 0.15 diameter extensions is the same as 3x 0.05 diameter extensions because  $0.05 \times 3 = 0.15$  therefore 3 of 0.05 diameter extensions are the same weight as a 0.15 diameter extension.*

**Unfortunately, that's the wrong formula for calculating volumetric weight,** but don't worry, we won't confuse you by introducing calculus into the mix.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 3. Using safe diameters and lengths

For sake of brevity and your time, we have already calculated the safe lengths and diameters, and provided our recommended diameters you can safely apply to ensure the health and safety of your client's natural lashes.

### When using volume lashes:

- **0.03 mm diameters:** 1D - 20D fans (*Clients with weak, thin lashes: 1 - 12D*) — However, we just personally do not recommend creating fans larger than 15D.
- **0.05 mm diameters:** 1D - 8D fans (*Clients with weak, thin lashes: 1 - 6D*)
- **0.07 mm diameters:** 1D - 3D fans (*Clients with weak, thin lashes: 1 - 2D*)

Lash coverage and fullness differences between fans:

- **3D:** light coverage (*soft, natural look*)
- **6D:** medium coverage (*thicker, dramatic look*)
- **9D+:** heavy coverage (*popular instagram look*)

### When using classic lashes:

- **Clients with weak, sparse lashes:** Use 0.10 mm diameters\*
- **Clients with healthy, strong lashes:** Use 0.15 mm diameters\*

We do not recommend using diameters larger than 0.15 mm because they are too heavy for most natural lashes to support.

\*The only exception would be with the use of flat lashes, but then you would need to find out how much lighter those lashes are (typically anywhere from 40-60%) and then recalculate safe weights.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 3. Using safe diameters and lengths

### Proper lengths:

- Length depends on your client's natural lashes.
- Ideally, you will match the length of your client's lashes and extend up to 3mm in length (maximum). Typically this will be between 8mm to 13mm in length. You can measure your client's lashes using any of our tweezers, which come built-in with a lash ruler.

## 4. Quality of your products

A Lash Artist is only as good as her tools and not all products are created equally. However, when it comes to retention, your adhesive stands tall in retention responsibility.

To achieve the best performance and retention from your adhesive, these are the top 3 areas of importance:

### 1. You want to buy fresh adhesive.

Just be careful because the problem is most of the time you are not getting a fresh adhesive, but rather an adhesive that may have been sitting in a warehouse from anywhere of several weeks to a few months before you clicked purchase and it was shipped to you. You just do not know how long most adhesives are just sitting and aging in a warehouse before they are purchased.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 4. Quality of your products

(Please do not use Amazon for your lash supplies, especially adhesives or pre-application products. For smaller negligible items like mascara wands, flock applicators and micro applicators, it is completely fine and you can even get a great deal for your money if you get a bulk pack of mascara wands, but for the important products like your adhesive and application liquids, it is just not worth the risk.)

### 2. You want to ensure your adhesive stays fresh.

This includes proper storage and use: keep your adhesive in a dry, dark, cool area and avoid placing in direct sunlight, for example.

### 3. You want to get a quality adhesive with a superior formula.

Each brand has their own adhesive formulas, each made with different grades of cyanoacrylates, and each adhesive can perform widely different — this is why each adhesive has a ‘learning curve’ where you have to spend some time getting used to learning the adhesive and how it works.

**The problem with old, aged or low-quality adhesives** (besides poor retention and performance) is the older the adhesive, the more fumes when release when they cure — this greatly increases the chance of your client having irritation and a negative reaction.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 5. Your pre-application and application technique

With new techniques coming out every day, this section deserves its own guide, however, for sake of time, we will only be able to focus on our top 4 tips:

**1.** You can best control your retention by using application techniques that **wrap around the client's natural lash** to increase the total bonding surface area for your adhesive.

When you dip an extension into your adhesive, the extension is fully coated from all around (top, bottom, left, right, etc). The main area of concern is with the bonding surface area between the natural lash and the adhesive — the more surface area where the adhesive can grab and attach, the greater the strength of the bond and therefore the longer the retention.

**2.** Always isolate the natural lash before you dip into your adhesive dot.

Your adhesive begins curing the moment you pull the extension out of the adhesive drop. If you are too busy isolating, your adhesive can be partially cured before you even had the chance to place it onto the natural lash. This will cause the extensions to pop off or fall out as you brush them.

**3.** Do not wipe excess adhesive on your eye pads or tape and do not swipe or paint the natural lash.

If you have too much adhesive on your extension, re-dip the extension into the adhesive dot, but this time pull out the extension slower. If you repeatedly touch the extension to the natural lash before applying, you will break the bond.

# Understanding The Factors That Affect The Bond And Retention — Continued

## 5. Your pre-application and application technique

The extension should be applied in one fluid motion — and with directional correction if necessary.

**4.** Control how you dip into your adhesive to control the amount of adhesive on your extension. You want enough to fully cover both the extension and attach to the natural lash, but not too much to cause stickies.

How fast you dip into the adhesive will determine how much adhesive you will pick up on your extension. As always, you want to dip the base of the extension 3/4ths of the way into the middle of the adhesive dot.

Dip and draw out quickly and lightly — do not dip too long. A small bead should form at the base of the extension. If there is extra adhesive on the extension, never swipe or dab the extra off as it can weaken the adhesive bond. Instead, grab a new extension or re-dip the extension and slowly drag off any extra adhesive. Using too little adhesive will result in poor retention and using too much adhesive can lead to overloading of natural lashes. This is why the perfect amount of adhesive is necessary. When the correct amount of adhesive is used, the adhesive will be seamless and there will be no visible clumps on the finished set.

## 6. Client aftercare and natural lash cycle

Assuming you are doing everything right and following this guide, the **client is almost never the cause of poor retention** (unless they are a “picker” and constantly pull at their lashes).



# Understanding The Factors That Affect The Bond And Retention — Continued

## 5. Your pre-application and application technique

Yes, a **client's biology** (thyroid, pregnancy, etc) can affect the pH of their lashes, however if their lashes are properly prepped with quality products, this surface pH change can be negated and controlled to not affect retention.

Yes, a **client's aftercare** (or lack thereof) can affect retention by not cleaning their lashes, using oil-based makeup, etc; however, if you are using a quality adhesive, the bond should be oil, humidity, and temperature resistant once fully cured.

And yes, a **client's natural lash cycle** can also affect retention because lashes naturally shed following a 12 week cycle and each lash would be on a different cycle. However we are limited by the length of time of this natural growth cycle which is why clients need re-fills to maintain their lashes (and until we can modify our genetic makeup and alter our DNA, we are limited to the confines of our default genetic programming — and can't do anything about it, for now).



PUTTING IT ALL TOGETHER

# The Highclass Lashes Retention System

**Putting It All Together:**

# **The Highclass Lashes Retention System**

This is the moment we have all been waiting for.

The system we use to help our private clients effortlessly achieve perfect retention every time, control their adhesive with incredible accuracy, and only use one adhesive year-round.

This system eliminated 99% of our client's previous lash retention headaches and problems, and we hope we can help you achieve a similar result as well (also included at the end of this guide will be a troubleshooting section for any problems that may arise).

The system consists of 2 parts:

Part 1: Setup of Environmental Management System

Part 2: Use of High-Performance Product Series

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

*“You don’t have an adhesive or retention problem, you have a humidity and temperature problem.”*

— Ayse, Lead Chemist at Highclass Lashes

This is for the serious Lash Artists and salon owners that want to lash smart.

Once setup, you will have completely automated system of controlling and regulating your humidity and environment to achieve optimal adhesive performance and retention.

The **benefits of using this system** to control your environment and humidity:

- You can control how fast or slow your adhesive cures and have predictable retention.
- You can reduce the effect of fumes and irritation caused by the adhesive when it’s curing and you will **no longer need a sensitive adhesive** for sensitive clients (low humidity causes irritation because the fumes will seek out the next best moisture rich area — your client’s eyes, nose and mouth. When you increase the humidity to >50%, the fumes will be more attracted to the moisture in the air rather than the moisture in the client’s eyes).
- You can eliminate a majority of all retention issues relating to humidity and temperature.
- You can switch to **using just one adhesive year-round** and save money not having to constantly purchase different ranges of adhesives.

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

- You can also drastically reduce the spread of airborne flu virus just by keeping the humidity >50% as well (because with more moisture in the air, this makes it difficult for viruses to travel through the air and spread).
- You can ensure your own health and safety long term working with these adhesives and being around the fumes.

**This is the basic starter setup and plan we would use when working with small to medium sized lash businesses and professionals** — it is quick and easy to setup and requires minimal investment to get started.

For bigger businesses and larger salons, it would require more elaborate, complex environmental solutions and is entirely outside the scope of this guide. The investment for that could easily range anywhere from \$5,000 to \$10,000 for the equipment alone (if your salon/studio already has the separate rooms and zones required) or up to \$100K — 250K+ if it requires a new buildout and involves creating separate rooms and zones to independently monitor, control, and fine-tune the temperature and humidity of each zone (buildout, installation, operational costs of commercial machines and humidity control systems, softwares, apps, etc). Or instead of a new buildout, another option available would be considering finding a new commercial space that already has built-in separate rooms and zones (no open floor plans).

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

Either way, whether you go big or small, the idea is still the same in principle and for most lash artists and businesses, the setup you will find below here will suit most and allow you to get the most out of your adhesive.

**The Starter Plan — summary overview of how this works:** Based on experience we already have several great humidifiers and dehumidifiers we can recommend when you're getting started, you will set your humidity range on these devices and they will automatically turn on/off to keep your ideal humidity, then you will connect these devices to a smart time controlled outlet and have that set to turn on 1 hour before your salon/studio opens and turn off at closing time, and this way you have automatic humidity control. You can even get a little more fancy and connect these devices to a smart sensor to monitor and control your room environment directly from your phone.

If you have previously purchased those smaller \$20-\$50 humidifiers and dehumidifiers, you will be in for a surprise because these are not your standard small at-home-use humidifiers and dehumidifiers that don't seem to work and take ~2 days to raise your total room humidity by 1%.

These are the best devices we have found at a decent price point when you are looking to upgrade and are powerful enough to change the humidity levels in an hour or few of even some of the larger medium sized lash studios.

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

Depending on what the humidity and temperature is like where you live, you may need to get either a humidifier or a dehumidifier or both.

If you don't know, you will need to first purchase a hygrometer to see what humidity and temperature levels you are working with.

If you need both devices, the starting investment is approximately \$300 or half of that if you just need one device.

This is an investment, but an investment that pays itself back in one month and goes on to continue paying for itself every month thereafter.

\*Highclass Lashes does not have any affiliations with any of these companies/products and we are not receiving any commissions from recommending these products; these are simply the best products our team and clients have found to perform the best out of all the different products we have tried over the years and these products are the ones we personally recommend.\*

\*\*You can always test try these products and if you are not 100% satisfied, return them within 30 days of Amazon's Return Policy.\*\*



# The Highclass Lashes Retention System — Continued

## Part 1: Setup of Environmental Management System — Starter Plan

### What you will need to purchase:

**Smart outlet controller** (to set a timed schedule of when the humidifier and dehumidifier will turn on/off). If you need a smart power strip, use this [model](#).

**Humidifier** (to add moisture to the air). Do NOT use Ultrasonic Humidifiers.

**Dehumidifier** (to remove moisture in the air). If you find you require an even stronger dehumidifier for your workspace, you would then need this [model](#).

**Hygrometer** (to monitor humidity and temperature). Need the non-wifi [model](#)?

### This is how the process would work:

Initially, you will try to aim for a humidity range of 55% at 70 °F; this is the best range we have found that works best for most of our clients and Last Artists.

So you will set the dehumidifier and humidifier to 55% and keep the hygrometer next to your lashing station.

These are the initially set numbers. However, because every room and conditions are different, you may need to modify these device's humidity numbers based on the humidity you see on your hygrometer.

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

**So say for example:** There is little ventilation or no air flow circulation to evenly distribute the humidity and temperature in the studio and the humidifier is in one corner of the room, the dehumidifier is in the other corner of the room, and your lashing station is in the middle of the room. If after 1-2 days, the hygrometer (that is right besides your lash station) still reads the humidity as 51% with those initial set humidity numbers, then you will need to raise each set number by 4% (both humidifier and dehumidifier from 55% to 59%) and then the following day, check back to see what the hygrometer says the humidity is near your lashing station. You will continue to make micro adjustments to learn the unique humidity of your lash room and environment given its unique conditions and circumstances (ie: air circulation, positioning of humidifier and dehumidifier, positioning of lash station, size of room, etc). This will also teach you how you would need to adjust these devices should you ever need to change the humidity levels in your room.

In regards to placement, you mainly just have to be careful not to place the humidifier too close next to your station because there will be a greater concentration of water vapor (moisture) around it.

#### **How to control your adhesive cure time (and perform lash magic).**

Following that advice from above, you will soon get a feel for how your adhesive performs at that humidity and temperature.

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

If you need to slow down your curing time, you can either lower your humidity or temperature or both to suit your lash speed; and if you need to speed up your curing time, you can either increase your humidity or temperature or both.

Once you find your perfect humidity and temperature range, you will be able to figure out your *perfect Lash Number*. With your Lash Number, you can predictably control your adhesive in different humidities and temperatures to achieve the same or similar adhesive performance and retention.

Your Lash Number is also the total amount of water vapor (moisture) in the air. Unlike Relative Humidity percentages (%RH values), that number only tells you the percentage of water vapor in the air *in relation to* the amount of water vapor that can be in the air at that *temperature* (colder temperature “hold” less water vapor, hotter temperatures “hold” more water vapor). Simply, this means humidity (RH) percentages do not tell you the accurate picture and they do **not** tell you the total amount of actual water vapor molecules in the air — **but your Lash Number does**.

The significance of this is, if your Lash Number is 10.1 (for example, if that’s where you find is your adhesive’s perfect speed, great cure time, amazing retention, etc) then you can always adjust humidity and temperature to make sure your Lash Number stays at 10.1.

# The Highclass Lashes Retention System

## — Continued

### Part 1: Setup of Environmental Management System

#### — Starter Plan

This is game-changing because this means:

- no more good/bad glue days
- no more hit or miss retention
- no more “my glue doesn’t work”
- no more dealing with stickies and pop offs
- no more stressful “my lashes are falling out” texts
- no more clients coming in for a touchup with barely any extensions left

This will be a key turning point for your business because you will be able to maximize your retention to last up to 4-5 weeks and build a loyal clientele that won’t want to go anywhere else (or if they do, they’ll come back because they just can’t get beautiful lashes that last as long as yours anywhere else). You will have full control over your adhesive and environment, and know how to troubleshoot any adhesive issues like a true PRO.

**And that is the difference between just lashing and lashing smart the Highclass way.**

On the next page, you will find our Lash Number Table specifically built for our adhesives. We have outlined in pink our recommended starting humidity and temperature range of 55% at 70 °F (where the two rows meet would be your Lash Number, 10.1). Adjust environment as needed.

# The Highclass Lashes Retention System

## — Continued

\*Please note: This table to find your Lash Number will only work best with Highclass Lashes adhesives. We cannot guarantee the same performance if this table is used for other adhesives.\*

### Temperature (°F)

	65 °F	66 °F	67 °F	68 °F	69 °F	70 °F	71 °F	72 °F	73 °F	74 °F	75 °F	76 °F	77 °F
48%	7.5	7.7	8	8.3	8.5	8.8	9.1	9.4	9.7	10	10.3	10.6	11
49%	7.6	7.9	8.2	8.4	8.7	9	9.3	9.6	9.9	10.2	10.5	10.9	11.2
50%	7.8	8.1	8.3	8.6	8.9	9.2	9.5	9.8	10.1	10.4	10.7	11.1	11.4
51%	8	8.2	8.5	8.8	9.1	9.4	9.7	10	10.3	10.6	10.9	11.3	11.7
52%	8.1	8.4	8.7	8.9	9.2	9.5	9.8	10.2	10.5	10.8	11.1	11.5	11.9
53%	8.3	8.5	8.8	9.1	9.4	9.7	10	10.4	10.7	11	11.4	11.8	12.1
54%	8.4	8.7	9	9.3	9.6	9.9	10.2	10.5	10.9	11.2	11.6	12	12.4
55%	8.6	8.9	9.2	9.5	9.8	10.1	10.4	10.8	11.1	11.5	11.8	12.2	12.6
56%	8.7	9	9.3	9.6	9.9	10.3	10.6	10.9	11.3	11.7	12	12.4	12.8
57%	8.9	9.2	9.5	9.8	10.1	10.5	10.8	11.1	11.5	11.9	12.3	12.6	13
58%	9	9.3	9.6	10	10.3	10.6	11	11.3	11.7	12.1	12.5	12.9	13.3
59%	9.2	9.5	9.8	10.1	10.5	10.8	11.2	11.5	11.9	12.3	12.7	13.1	13.5
60%	9.4	9.7	10	10.3	10.6	11	11.4	11.7	12.1	12.5	12.9	13.3	13.7
61%	9.5	9.8	10.1	10.5	10.8	11.2	11.6	11.9	12.3	12.7	13.1	13.5	14
62%	9.7	10	10.3	10.6	11	11.4	11.7	12.1	12.5	12.9	13.3	13.7	14.2
63%	9.8	10.1	10.5	10.8	11.2	11.5	11.9	12.3	12.7	13.1	13.5	14	14.4
64%	10	10.3	10.6	11	11.4	11.7	12.1	12.5	12.9	13.3	13.7	14.2	14.6
65%	10.1	10.5	10.8	11.1	11.5	11.9	12.3	12.7	13.1	13.5	14	14.4	14.9
66%	10.3	10.6	11	11.3	11.7	12.1	12.5	12.9	13.3	13.7	14.2	14.6	15.1
67%	10.4	10.8	11.1	11.5	11.9	12.3	12.7	13.1	13.5	14	14.4	14.9	15.3
68%	10.6	11	11.3	11.7	12.1	12.5	12.9	13.3	13.7	14.2	14.6	15.1	15.5
69%	10.8	11.1	11.5	11.9	12.3	12.7	13.1	13.5	13.9	14.4	14.9	15.3	15.8
70%	10.9	11.3	11.7	12	12.4	12.8	13.3	13.7	14.1	14.6	15.1	15.5	16

Humidity (%RH)

# The Highclass Lashes Retention System

## — Continued

### Part 2: Use of High-Performance Product Series

Standard adhesives can be used for standard results, but for maximum retention and performance, our chemists formulated a special high grade adhesive and have gone to great lengths to create a retention-focused, chemistry-first line of high-performance products.

From our adhesive down to our lash cleansers, our entire product line is based on the chemistry behind retention and takes into account all possible retention factors to maximize your performance.

### The Highclass Lashes 3 Step Pre-Application Routine

**Your pre-application routine is equally just as important as the adhesive you use and having optimal humidity and temperature** because how well you prepare the surface of your client's natural lashes will determine how well your adhesive will bond and attach to a client's natural lashes.

This routine will ensure you will completely remove everything you don't want (any debris, dirt, oil, makeup on the surface of natural lashes that would otherwise create a problematic barrier between the adhesive and their lashes) and add everything we do need to create a strong bond and attachment for longer-lasting lashes (with a clean surface, we can then add and control moisture, adjust surface pH, increase surface area, etc). Do not rush or skip any of these steps; it should take on average 10-12 minutes to properly prepare your client's lashes.

# The Highclass Lashes Retention System

## — Continued

### Part 2: Use of High-Performance Product Series

#### **Start every full set and refill with our 3 Step Prep Routine.**

We recommend advising all clients to clean their lashes x2-3 times **prior to their appointment** (*because the first cleaning only tends to move around all the oils and makeup and just redistribute debris, the second tends to remove approximately 70% and the last third cleaning tends to remove the remaining residuals leftover*). The cleaner the lashes they come in with, the more time you can spend lashing.

#### **1. Clean** — Cleanse your client's natural lashes using our [Lash Cleanser](#).

Rinse with distilled water and dry. Do not use regular tap water or saline solution (Reason being: Both tap water and saline solution will leave a residue on the surface of the lashes because they have added minerals inside them. Tap water, depending on where you live, can be either acidic or basic with varying pH levels. Saline solution will typically be acidic with a 5.5 pH).

Clean base lashes are the best canvas to work on. If the surface is not cleaned properly, the adhesive will bond to the leftover particles instead of the surface of the natural lashes, weakening the bond and shortening the retention.

#### **2. Prime** — Apply under eye pads and using a micro brush, prime your client's natural lashes using our [Lash Primer](#).



# The Highclass Lashes Retention System — Continued

## Part 2: Use of High-Performance Product Series

### **Start every full set and refill with our 3 Step Prep Routine.**

Our primer is specially formulated to prepare the surface of your client's natural lashes by adding back proper moisture, neutralizing the natural acidity of lashes to a balanced pH to 7, and increasing the porosity of the lashes by opening up the cuticles for greater bonding surface area for your adhesive to achieve the strongest bond and longest-lasting retention.

Once primed properly, you should feel that magnetic “instant grab” and no longer experience fans closing or lashes slipping and twisting on you.

**3. Dry & Apply** — Completely dry the primer with a mini fan before proceeding to apply lashes using our [\*\*Lash Adhesive\*\*](#).

Now with our top of the line adhesive, a fully optimized environment and your client's natural lashes fully prepped, you should be able to not only eliminate most of your previous retention problems, but also achieve your best retention yet.

### **Here's what we do differently at Highclass Lashes that makes our adhesives better:**

Yes, almost all lash adhesives contain similar ingredients, but have different formulas. How each brand manufactures, formulates, and cares for their adhesive will highly impact your lash retention and performance.

# The Highclass Lashes Retention System — Continued

## Part 2: Use of High-Performance Product Series

### Here's what we do differently at Highclass Lashes that makes our adhesives better:

**#1 Unique guarantee and promise** — Our glue is freshly made every 2 weeks for the best retention and once cured, the bond is oil, water and temperature resistant. With other brands, you just do not know how long most other adhesives are just sitting and aging in a warehouse before they are purchased or if they were stored properly or if they were exposed to extreme humidity and temperature. With high standards and quality control, we guarantee quality, performance and retention of all our adhesives.

**#2 Unique formulation designed for retention** — Our glue is specially formulated for longer-lasting retention and better performance. We use a special formula of stabilizers, thickeners, elasticity agents and top grade of cyanoacrylate (there are different grades and “families” of cyanoacrylates, lower qualities emit more fumes and irritation).

**#3 Unique manufacturing process** — We have a unique manufacturing and bottling process to care and protect the integrity our glues when we store, handle and ship our glues out to you. Our unique bottling process makes our adhesives extremely stable against any temperature and humidity environmental fluctuations during shipping. Our adhesives are bottled using purified air devoid of moisture in our facility that is carefully temperature and humidity regulated to perfection.

# The Highclass Lashes Retention System — Continued

## Part 2: Use of High-Performance Product Series

When you optimize your environment and use products built to perform, we are confident you will achieve your best retention yet. Guaranteed.

### Experience The Highclass Difference

Receive a sample kit of our adhesive  
and full range of different lashes.



[Get Samples](#)



TROUBLESHOOTING  
**Retention Issues**

## Troubleshooting:

# Retention Issues

There are many different factors which can cause lash retention issues. Retention issues alone do not lose clients — not knowing how to handle and troubleshoot problems when they arise do.

In the event a conclusion cannot be made as to whether or not it is a professional or client error for poor lash retention, offer a complimentary 30-minute appointment and refill the lashes. Be extra keen and meticulously during this time to ensure no professional errors are made.

Below are common reasons for poor lash retention most likely to occur during application or post application and how to troubleshoot them:

## During Application

### 1. Adhesive sticky, stringy, tacky or thickening

Reason for issue: Adhesive dot or adhesive in bottle is ready for replacement, or expired adhesive.

How to troubleshoot: Do not put too much in a glue ring or on a jade stone, just a dot is more than enough. Always be sure to store adhesives correctly and throw away when expired.

### 2. Adhesive curing too fast

Reason for issue: Lack of air quality control, too high humidity, applying too slowly.

# Troubleshooting: Retention Issues — Continued

## During Application

How to troubleshoot: Make sure the temperature and humidity in the lash studio is equal to what the adhesive requires. This will keep the adhesive at a consistent temperature so the adhesive doesn't polymerize too fast or too slow. Air quality, the right room temperature, and humidity all play important factors in how adhesives work and how well extensions bond. If the humidity is too high, the adhesive is going to cure too fast, and can affect retention if application is not fast enough.

### 3. Adhesive curing too slow

Reason for issue: Lack of air quality control, too low humidity, applying too quickly, or too much adhesive.

How to troubleshoot: Dip extension quickly and lightly – do not dip too long. If there is extra glue, simply re-dip the extension into the adhesive and drag off the extra. Moreover, isolating and placing lashes too quickly will cause extensions to not dry properly during application and cause 'stickes'. Neighboring lashes will clump together and glue will spread where it shouldn't. This can make the service extremely lengthy and risks the lashes being glued to one another.

### 4. Air bubbles in adhesive on extensions

Reason for issue: Improper dipping of extension into adhesive.

How to troubleshoot: Use a wooden stick to sweep off excess glue from the eyelashes. Air bubbles between the natural lash and extension compromise strong bonding.

# Troubleshooting: Retention Issues — Continued

## During Application

### 5. Adhesive keeps clumping

Reason for issue: Too much adhesive being used, improper isolation and placement.

How to troubleshoot: Do not use too much adhesive, a small bead should form at the end the extension, not multiple beads. Make sure lashes are completely isolated and when extensions are placed, be sure to hold the extension for the recommended dry time before releasing.

### 6. Adhesive 'not working'

Reason for issue: Incorrect air quality for adhesive, room temp. and/or humidity for skill level.

How to troubleshoot: Our lash adhesives performs ideally in a humidity range of 48-70% and temperature of 65-77 °F . A hygrometer is perfect for reading temperature and humidity in a lash studio so it can be controlled. You may need to adjust the humidity and temperature until you find a comfortable cure time for your skill level and type of application. Additionally, it is important to keep a **consistent** humidity and temperature level to predictably keep your adhesive's performance and cure time **consistent**. Use your Lash Number to control your adhesive.

### 7. Watery eyes

Reason for issue: Eyepads applied ill-fitted & incorrectly, fumes getting into client's eye.

How to troubleshoot: Ensure under eyepads are not applied too close to the waterline as this can cause irritation which the eyes will react to by watering.



# Troubleshooting: Retention Issues — Continued

## During Application

Moreover, make sure the client's eyes are closed for the entirety of the service and use a fan to disperse the fumes away from the client's eyes before they are opened.

### **8. Lashes Criss-Crossed**

Reason for issue: Inappropriate length, and/or thickness of extensions selected.

How to troubleshoot: Do not over extend the lashes, scale back the length and/or thickness of the lash extensions. The excessive weight may be stressing the natural lash causing it to twist and flip. When appropriate lengths and thicknesses are used, extensions will not flip and twist.

### **9. Lashes sticking together**

Reason for issue: Improper isolation, not working in layers and/or different sections of the eye, using too much glue, low humidity, not brushing through lashes.

How to troubleshoot: Brush through lashes so they lie flat and straight. Make sure lashes are completely isolated. Once an extension is placed, extensions should be held in place until full drying time has passed. Additionally, work in layers and different sections of the eye and avoid placing extensions nearby to recently placed extensions.

### **10. Lashes stuck together**

Reason for issue: Improper isolation, not working in different sections of the eye, using too much glue.

# Troubleshooting: Retention Issues — Continued

## During Application

How to troubleshoot: Use a set of lash tweezers to separate any extensions stuck together. Grasp and peel the lashes horizontally apart, never pull the extension up vertically. This is done best before the adhesive is dry, but not totally cured. Any lashes stuck together will fall out together, which may result in gaps.

### 11. Lashes falling off

Reason for issue: Not cleansing and/or priming thoroughly before application, poor quality adhesive, not using enough adhesive, incorrect isolation technique and/or placement, fiddling with lashes after initial placement.

How to troubleshoot: Lashes sometimes need to be cleaned 2-3x before they are completely cleaned as the makeup moves around the first go and is normally completely cleaned after the 2nd or 3rd go.

Retention can be compromised when the bond hasn't been made correctly onto the surface of the lash. Failing to attach correctly, will mean every time the lashes are brushed upwards, washed with cleansers and slept on, the bond will weaken. Our primer helps remove any remaining buildup after cleansing a client's natural lashes and prepare the surface of a client's natural lashes for optimal bonding.

### 12. Adhesive in the eye

Reason for issue: Client's eyes were not kept shut during application.

How to troubleshoot: The eyes should be shut for the entirety of the lash extension service, therefore no adhesive should ever get into the eyes.

# Troubleshooting: Retention Issues — Continued

## During Application

However to avoid any irritation, be sure that the adhesive is safe for the eyes and doesn't contain any formaldehyde. If any adhesive does get into a client's eye, be sure to use an eyewash station and rinse until the irritant is removed.

## Post-Application

### 13. Allergies following service

Reason for issue: Poor client consultation and failure to perform patch tests.

How to troubleshoot: Ask the client to call doctor and ask for a recommended form of anti-histamine. Next, have the client return to remove the lashes completely. If any issues persists after removal, have the client visit an eye doctor as additional eye problems may be present.

### 14. Uncomfortable 'pokey' lashes

Reason for issue: Improper isolation and/or placement.

How to troubleshoot: 'Pokey' lashes are extensions that may be poking the eyelid. A simple correction of removal and replacing lashes is necessary if a client complains about uncomfortable lashes.

### 15. Lashes sticking together

Reason for issue: Lashes not dried fully before client opened eyes, build up of non lash extension cosmetics.

How to troubleshoot: Lashes should be dried for 3-5 minutes after application to prevent lashes being stuck together post application.

# Troubleshooting: Retention Issues — Continued

## Post-Application

### 16. Lashes falling out pre-maturely

Reason for issue: Improper pre-application, natural lash growth & shedding cycle, too long & heavy of extensions used, poor client consultation.

How to troubleshoot: Performing a thorough client consultation is necessary to find out if a client is on any medication or has any medical condition such as: Hormonal/thyroid conditions/medications.

Medical issues or medications can affect the longevity of lash extensions. Thyroid medications, for example, can change the environment of the lash area, making natural lashes oilier, dryer or more brittle. Vitamins or serums which encourage or stimulate hair growth, may speed up the natural growth and shedding cycle as well.

### 17. Lashes falling out quickly

Reason for issue: Improper pre-application, poor aftercare maintenance, saline/sweat/tears, makeup, exposure to extreme heat, oil and excessive moisture.

How to troubleshoot: Clients should be sure to cleanse lashes twice daily to remove salt and oils, as well as refrain from excessive heat, moisture, or oils. Salt, oils and excessive moisture and Cyanoacrylate are not friends. Excessive exposure can weaken the adhesive bonds. Salt dehydrates hair making lashes feel dry, stiff, brittle and more likely to pop off. Excessive oils and moisture can break down adhesives bonds over time.

### 18. Lashes falling out in particular areas

Reason for issue: Professional error, client picking/pulling lashes.

# Troubleshooting: Retention Issues — Continued

## Post-Application

How to troubleshoot: A complimentary correction is normally done if a professional error was made and a paid correction if it is a client's error. Adversely, sometimes clients will excessively rub or pick at the extensions and loosen the adhesive causing the extension to fall out. Even worse, excessive picking can lead to the loss of the client's natural lashes.

### **19. Lashes mostly falling out on one eye only**

Reason for issue: Rough sleeping, picking at lashes.

How to troubleshoot: Clients should sleep with their hand between the extensions and the pillow or better yet, sell them sleep masks (Manta Sleep Mask with Deep Cups) to sleep with. When lashes are pushed into a pillow at night, they are consistently being rubbed causing friction. This friction bends and wriggles the lashes out of shape and place, leading to loosened bonds and premature shedding.

### **20. Lashes lifting and shedding evenly**

Reason for issue: Consistent use of oily products, incorrect cleansing routine, not cleansing often enough, poor maintenance.

How to troubleshoot: Go through a detailed list of makeup/skincare with client and check ingredients, looking for glycols, waxes, and oils. If the oil is from their skin, recommend blotting papers to absorb the oils and make sure to wash daily.

Morning and evening lash cleansing with a foaming lash cleanser should be done daily. Blotting papers for the eyelid during the daytime can help prevent the buildup of oil on the lash line.

# Troubleshooting: Retention Issues — Continued

## Post-Application

Sometimes clients get hair, facial, body products, salt from sweat, tears or the ocean into their lashes. Oils and salts can eventually break down the adhesive bond between the natural lash and extensions. A tell-tale sign a client is using too much oil and is cleansing improperly is by the even shedding and peeling of the extensions upwards from the base. The extensions will still be attached but lifted at the base where oils tend to travel.

### **21. Tiny clumps of adhesive**

Reason for issue: Client pulling or picking at lashes.

How to troubleshoot: Clients must be firmly informed not to pick or pull at lash extensions. Picking causes cracks in the adhesive and once the extension falls off, tiny clumps of adhesive are left behind.

### **22. Sore days after treatment**

Reason for issue: Improper placement.

How to troubleshoot: Ask client to come in and have the lashes corrected. Most commonly, it may be as simple as one lash sitting too close the eyelid which may be tickling and irritating the client's eyes.

### **23. Red bruised eyeball**

Reason for issue: Improper taping for eyeshape.

How to troubleshoot: Not every under eyepads fits all. Eyepads need to be cut and re-adjusted to suit each client's unique eyeshape so they do not poke the eyes during application. In example, majority of under eyepads are suited for almond eyes. If a client has round eyes, the eyepads will poke into the eyes during application if not cut and re-arranged, resulting in a red bruised eyeball.

RETENTION SERIES

*Highclass Lashes*

**LASH RETENTION**  
**THE ULTIMATE GUIDE 2021**

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