



Advanced Lash Lift

STUDENT MANUAL

Welcome to SerBeya

SerBeya is a small woman-owned business created by beauty professionals for industry professionals. SerBeya is latin for "to be beautiful" and that's what we work to create. Beauty in everything.

When you partner with SerBeya, you are partnering with a family owned company that takes pride in helping their members achieve success.

Wherever your road to success leads you, we support you, appreciate you and thank you for choosing us.

Welcome to

SERBEYA

A dirt road winding through a field with trees in the distance.

SerB E Y A

SerBeya Advanced Lash Lift

AN EYE ENHANCING LASH
LIFT THAT OFFERS MORE
THAN JUST A LIFT.



With our advanced lash lift system, SerBeya offers a quick 20 minute treatment that lifts, or curls, the lashes up to 12 weeks without overprocessing or causing damage to the natural lash. It is an enhanced method to traditional lash perming and helps to lengthen and accentuate lashes without lash extensions. This is a safe, fast and affordable treatment that lasts.

The lifts will last through exercise, swimming and normal daily wear.

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Kit Contents



YOUR KIT CONTAINS:

- (2) Lifting Step 1
- (2) Setting Step 2
- HydraBoost Daily
- Application Brush
- Precision Isolator
- Undereye Gel Pads
- Hybrid Silicone Shields (5 sizes)
- Max Shields (3 sizes)
- Combo application pack
- Marketing flyers

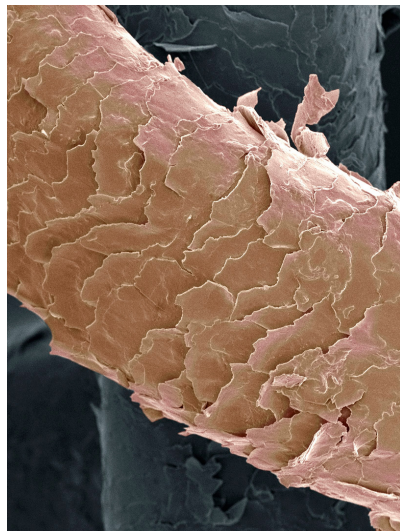
You will get a minimum of 35 treatments from a full size professional kit and includes literally everything you need to perform your treatment.

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What is Lash Lifting?



Lash Lifting opens the eyes, gives the look of longer, fuller, thicker and more desired lashes without maintenance or cost of extensions. Lash Lifting has quickly become a very in-demand salon treatment. Traditional lash perming uses small barrel rollers to shape the lash. SerBeya offers 2 different types of silicone shields. The Hybrid Silicone Shield is cross between a shield and a rod. It lifts that lash right at the base and offers a more natural curl to the lash. The Max Shield has a flatter working area, lifting the lashes from the base, It is available in 3 sizes. For a more dramatic lift, this is the go-to.



When the solution is applied to the lashes, the thioglycolic acid in step 1 starts to open the cuticle, the outer layer of the hair shaft. The bonds within the cortex are then broken and are able to be manipulated to reshape the hair. The setting 2 step contains a hydrogen peroxide solution and will neutralize the first process. The setting process can lighten the hair since the cortex which contains melanin has experienced a chemical process.

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Stages of a Lash Cycle



Anagen is the growth phase and can last between 30-45 days. Clients going through a heavier shedding phase may need a relift after 4 weeks.

The catagen phase, or transition phase, can last from 2-3 weeks and the lash separates from the follicle. The telogen phase is the resting phase where the lash will naturally shed and this phase can last between 90-120 days.

When evaluating the clients lashes, you will see different stages of hair growth. If you see a lot of mature lashes, inform your client if they see some lashes shedding not to worry, it's the natural lash cycle.

Lash growth serum does change the lash a bit. The serum helps to create healthier follicles and clients may notice the lashes hang in a bit longer.

Remind the client to not use the serum 24 hours before or after the treatment.

What SerBeya's Products Are

Vegan

SerBeya's products are not tested on animals and does not contain any ingredient derived from an animal.

Paraben-Free

Parabens are used in many products and cosmetics to prevent the growth of bacteria. The human body cannot process parabens and it gets stored within the cells. It has a cumulative effect and overtime can cause damage and mutations to cells. Parabens can mimic estrogen which is a hormone known to play a role in breast cancer.

Hypo-Allergenic

Our products are designed to reduce or minimize any reaction. The only solution that should come in contact with the skin is the adhesive which contains very few ingredients. All products should be patch-tested to ensure they are hypo-allergenic.

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Product Key Ingredients



Customer RAVE:

I like the airless pump top and that I don't waste any product. I dispense the exact amount I need; these work great!

Lifting Step 1

- Thioglycolic Acid is used to break down the bonds in the cortex of the hair.
- Ethanolamine is a buffering agent used to produce a creamy texture in products.
- Cetearyl Alcohol is used to soften and condition the hair.
- Polyquaternium-28 is used to repair split ends and damaged hair.
- C12-15 pareth-10 is a emulsifier and stabalizer
- Disodium EDTA protects the integrity of the product from pH, texture or odor changes

Setting Step 2

- Hydrogen Peroxide replaced Sodium Bromate and is used as a neutralizer.
- Steatrimonium Chloride is a conditioning agent.
- Dipotassium Glycrrhizate is derived from Licorice Root and encourages the hair to become stronger and healthier.

Customer RAVE:
This is the BEST adhesive I have used so far, it works great!



Adhesive

SerBeya Lash Adhesive is a thin, water soluble adhesive. It offers a 10% stronger hold due to dextrin yet flexible enough that you can manipulate lashes if needed. How quickly the adhesive sets in will be determined by your working environment. Fume free.

The adhesive is good for 3 months from opening and always remove buildup from around the top of the bottle. Only a little bit is needed due to the thinner consistency so work in smaller sections.

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A Little Tip

When your adhesive becomes tacky or stringy, it's time for a new one. Don't try to get that last little bit. the product needs to be replaced to work as it should.

Product Key Ingredients cont...



Lash & Brow Foaming Cleanser

Our oil-free foaming cleanser is hypoallergenic and very light. Formulated with Aloe which helps to keep lashes moisturized and promotes growth, D-Panthenol (vit B5) increases shine, nourishment and strength in the hair, Allantoin is used to prevent dryness.

HydraBoost 3

HydraBoost 3 is the 3rd step of the process and the key ingredients Hydrolized Wheat, Corn and Soy proteins offer a protective microfilm over the lash which will help to protect the hair and minimize moisture loss.



HydraBoost Daily Strengtheners

Formulated with Hydrolized Keratin which is broken down into smaller components, it creates a protective barrier and increases shine. It's a protein fragment that penetrates the hair shaft, fills in the missing gaps and strengthens the hair.

Can be used 2x/day. Excellent retail item!

Tip from the Pro's

Offer your clients value with their service. Offer a take-home kit of cleanser and/or HydraBoost Daily and discount the products or include it with their first service.

Educator: Courtney

Storage of Products

Lifting Solutions

Should be stored at room temp, away from heat or cold. Always shake before each treatment.

Product has a shelf life up to 24 months. The solutions come in an airless pump top bottle so they last longer, won't oxidize and since you're only dispensing the amount you need there is no waste!

Adhesive

Adhesives should always be stored upright away from heat or cold. A cool and dry environment is best for all products.

Adhesives are good for 3 months from the time of purchase. Always clear the tip of the bottle of any residue which can inhibit a tight closure. The shelf life before opening is 12 months.

To avoid cross contamination, do not double dip. If you need more adhesive, always use a new clean applicator.

Health & Sanitation

Gloves may or may not be used. Check with your local health department on their recommended guidelines.

Eye pads to hold down bottom lashes should never touch the waterline of the eye. This can cause eye irritation or excessive watering.

Always have great lighting. A ring light will provide sufficient lighting so you can see exactly what you are doing.

Never allow shields to overlap the base of the lash. This can cause the lashes to look kinked or out of place.

Always wash your hands upon entering the treatment room.

All tools that have been used should be thoroughly washed and sanitized and allowed to completely dry before your next service. Having extra shields, tools and brushes on hand is always a good idea.

Let's Begin!

Things You'll Need

Massage bed or facial table. Adjust the bed so you are not hunched over or bending your neck in an uncomfortable position.

Tray or Trolley. Make sure it is large enough to hold all of your supplies and make sure they are neatly set up ready for your client. This will minimize the treatment time needed.

Saddle Stool or Chair. Adjust the chair or stool so you are seated properly behind your client. A movable chair/stool with wheels is ideal.

Ring Light or Mag Lamp. This will offer you the best lighting during the treatment and gives you the best photos.

Sanitary Wipes. Always wipe down the bed or table after each client to minimize cross-contamination or the spread of viruses.

Certification, Forms and Insurance



Always have clients fill out consent forms every 6 months or before each service. It is up to you to decide what is needed for insurance purposes. Properly display your certification in the treatment room or in your salon. Most insurance companies will not cover you if you have not taken a certification course and received the proper training.

Follow manufacturing guidelines and instructions.

Reactions



What is a Reaction?

A reaction can occur when a product comes into contact with the skin or eye. Careful application can minimize the chance of a reaction and our guidelines are designed to minimize any risk. Our bodies naturally produce a histamine reaction to any product or ingredient it sees as a risk. Swelling, inflammation or itching can occur. When either solution 1 or 2 come into contact with the waterline, it can produce a stinging or itching feeling. Proper placement of solutions is key.

If your client is expressing signs of itching or burning, immediately remove solutions and rinse with water. If solution 1 has been applied, solution 2 will need to be applied for 1 minute.

The adhesive is the only product that comes into contact with the skin.

Never diagnose or recommend treatment.

Combining products may cause a reaction so always use the SerBeya products in the line for your treatment. Don't mix.

Contraindications

A contraindication inhibits the client from receiving this service. Their condition may or may not be visible so that's why patch-testing is very important. Check the consultation form and talk to your client about the listed contraindications.



Do Not Perform Lash Lift If:

Positive Patch test reaction

Cysts/Styes

Eye Inflammation

Undergoing Chemo

Skin diseases around the eye, trauma, cuts, burns, swelling

Dry, brittle or weak lashes

Infections such as pink eye or impetigo

Current operations around the eye

Hypersensitive eyes

Alopecia (loss of hair)

Trichotillomania

Impulsive twitching or tics

Perform with Caution If Clients Have:

Dry Eyes

Post Chemo

Seasonal Allergies

Contacts

Claustrophobia

Allergy to ingredients in undereye pads



Consultations

Once you bring your client to the treatment room begin your consultation. Be sure to discuss their consult form and anything circled that is contraindicated. **It is advised to ask certain questions over the phone to know if they should be patch-tested prior **

Always explain the service in detail before beginning and during each step of the treatment. Let them know they will have a before/after picture taken. If they choose not to have their photo used for social media purposes their photo is to stay in their file and its only for insurance purposes and your portfolio.

Clients should arrive without contacts, if they wear them, and without any eye makeup on, especially waterproof mascara.

Ask your client what their daily routine is like, do they wear alot of makeup or little to none. Do they remove makeup nightly? What is their sleeping position, do they sleep on their stomach, side or back?

Relay to them what their lash health is and what option would be most flattering. Ask if they have had a lash lift in the past and if so, what did they like or dislike about the service?

Talk about your background, what made you seek out Lash Lifting, what you love about it and your experience. This will all help to build confidence and trust.

**If they wanted a patch test, this should be done at least 24 hours before their service

If pre-screening your client:

Ask if they have any allergies.

Are they reactive or sensitive to skincare products?

Have they had a lift before? If so, any reaction?

Any contraindications?

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The Set-Up



A proper display is a clean display!
Things to have set out when your client arrives:

- undereye pads
- isolator tool /y-tool
- adhesive
- shields
- applicators
- cotton rounds or 2x2
- hydraboost 3
- solutions 1 & 2
- cleanser



Lash Lift Aftercare

Keep lashes dry 18-24 hours after the lift. No steam, makeup, mascara, face wash, etc...avoid hot steamy showers, baths, saunas and do not wash the hair that evening as shampoo and conditioner can cause the lashes to drop and color to fade (if tinted).

SerBeya cleanser is suitable to use as it is formulated to be oil-free so it won't harm the lash lift. It is also suitable for extensions.

HydraBoost Daily is suitable for immediately after the lift and can be used daily. without weighing down the lashes.

With the popularity of lash growth serums, its hard to tell what may happen with a lash lift. Some clients may experience the lift not lasting as long or for others the serum will extend the life of the lash and they will get the most benefit.



Tricks from the Pro's

If you have someone with super straight lashes a little trick is to use a lash curler prior.

Shield selection is very important. A shield too small or too big can cause a very unflattering look.

The lashes should come up to the midway point of the shield. Typically with this type of client, the Hybrid Shield will be most appropriate.

Educator: Karla

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Rebooking Clients

A returning client can be at anytime during the growth phase. Some may see lashes shedding at a more rapid rate and will need to be relifted as early as 3 weeks while others may enjoy their curled lashes well into the 8 week mark. If lashes are relifted too soon, you may be adding chemicals to already processed hair and should proceed cautiously or schedule the service for a later date to avoid causing further damage.

Let clients know that when they see majority of their lashes growing in without a curl to them, their scheduled appointment may be moved up to an earlier date or if they need to move their appointment back due to lack of regrowth then that is fine too. It isn't a one-size-fits-all when rebooking clients.

Tip from the Pro's

If a potential client is contacting you via email, phone or social media, explain the service to them and let them know your price point. You can charge a small fee for a consultation then deduct that amount from their service if they proceed to book. You may also include the HydraBoost Daily Strengtheners with their consultation to use in the meantime to create healthier stronger lashes.

Educator: Christy

What Do I Charge?

The cost of the SerBeya treatment depends upon a few different things.

- Location of the spa or salon or business
- How many others are offering this service within a certain mile radius
- Experience level
- Time needed for the service
- Choose whether or not to offer an intro price or a special promo (always let the client know the regular price if offering a promo)

As a guideline, it is recommended to charge at least \$45 for the lash lift service and \$60 for a lift and tint. Some salons are charging up to \$130 for a lift and tint! Do your research for pricing in the area and consider your clientele as well.

The backbar cost is roughly \$4/service and will take between 25-35 minutes. If adding a tint along with the lift, then around 45 minutes for a lift and tint with a backbar cost of \$5.

If you deduct the cost of the kit and you can achieve 40 services with a cost of \$60 for the lift, your profit could be over \$2K

Income Potential

Let's say you work 3 days a week. Below is a chart to show potential income over the months and year



#	<i>Daily</i>	<i>Weekly</i>	<i>Monthly</i>	<i>Yearly</i>
1	\$65.00	\$195.00	\$780.00	\$9,360.00
2	\$130.00	\$390.00	\$1,560.00	\$18,720.00
3	\$195.00	\$585.00	\$2,340.00	\$28,080.00
4	\$260.00	\$780.00	\$3,120.00	\$37,440.00
5	\$325.00	\$975.00	\$3,900.00	\$46,800.00
6	\$390.00	\$1,170.00	\$4,680.00	\$56,160.00

If you work for yourself, take into account the following:

Rent Utilities
Marketing Supplies
Staff expenses Taxes
Insurance Maintenance
Savings

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Processing Times

Shorter Timing- thin, fine or sparse lashes.

5 to 7 mins Lift / 4- 6 mins Set (2nd step is always 1 min. less than 1 step)

Average Timing- this is for majority of clients with normal, healthy, medium density lashes

7-10 min Lift / 6-9 min Set (2nd step is always 1 min. less than 1 step)

Longer Timing- ethnic, coarse, heavy thick downward pointing lashes

10-14 min Lift / 9-13 min Set (2nd step is always 1 min. less than 1 step)

Some lashes are so resilient that you can safely process up to 15 min/14 min and cover lashes with saran wrap and apply a heat source*.

If your clients lashes didn't lift you may relift the lashes again with 3 mins Lift / 2 mins Set
If there isn't much a lift you may relift right away decrease your original timing by 2 mins Lift and 2 mins Set.

Tip from the Pro's

When using a heat source, self heating eye pads work amazing; this may also cause the timing to be adjusted. Make sure when you apply the saran wrap, not to push down too much which could cause the solutions to press out to the waterline or tips of lashes. Apply gently.

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Educator: Cristina

Important Notes

Solution Placement is very important. The solutions are placed from the base of the lash up 1/2-3/4, following the natural lash. It will not be straight across the lash line. Look for new growth and ensure the solutions are not placed on the tips.

Make sure there are no lashes hiding under the shields otherwise the lashes will have a kink and lift the outer corners of the lashes so they will not be bent at an angle.

Tinting is performed off the shield for various reasons: not coating the lashes fully, color is runny and may run into the eyes, uncomfortable for clients. SerBeya does not teach tinting while lashes are on the shield.

What happens when lashes are overcurled? Oops!!!

Don't worry, this can be fixed! To relax a lift, first ensure lashes are clean of debris or makeup. Place undereye pads to hold down bottom lashes. Dispense a small amount of solution 1 and brush down gently. Watch the time and when you see the lashes starting to relax, dry remove then apply step 2 in the same manner allowing to process for 2 mins. Remove all solutions dry then follow with damp applicator.

To reverse the lift, perform each step for 5 min solution 1 and 5 min solution 2.

Once all solutions are removed, gently pat the lashes dry and assess. Once the client is satisfied, the treatment is now complete.

SerBeya Lash Lift Protocol

- Wash and dry, or sanitize, your hands and tools and ensure your supplies are properly set up next to you. As the client is laying down, ask if they are comfortable and if they would like a bolster placed under their legs.
- Using a 2x2 or cotton round, apply a small amount of Foaming Cleanser on the pad and swipe over the clients eyes fully removing all makeup and debris from the lashes. Using a clean damp round, swipe over lash and eye area and dry with a 2x2 or tissue.
- Hold down bottom lashes with the undereye pad or tape, don't get too close to the waterline.
- Ask client to close their eyes while you select a shield to place on their lid. Measure the lashes against the shield; lashes should reach the 1/2 way marker or a bit beyond.
- Once the proper shield is selected, apply a thin line of adhesive on the back of the shield going from end to end. Place the shield on the lid getting as close to the lash base as possible without allowing the shield to overlap the lashes. The skin should not bubble between the shield and lash base. Do not allow lashes to be caught up under the shield and or have the ends droop down.
- Apply a small amount of adhesive on top of the shield starting at one end and work in. Working in smaller sections allows you to properly isolate the lashes as you go. Use the y-comb or precision isolator to place lashes.
- If the lashes are lifting off the shield, not enough adhesive may have been used. Apply a small amount with a microapplicator to the necessary area(s) and hold the lashes in place. Repeat as necessary.
- Once both sides have been lifted and lashes are isolated and positioned properly, shake solution 1 for 20 seconds. Dispense a small amount. Use the application brush, microwand or doe foot applicator to apply the solutions to the base of the lashes up 1/2-3/4 way, follow the natural lash line. Do not apply solutions to the tips. *If any solution should touch the tips of the lash or the waterline or skin, use a clean damp applicator to remove promptly.

SerBeya Lash Lift Protocol cont...

- You may choose to use saran wrap to cover the eyes to hold lashes in place. Another option is to use a heat source over the saran wrap and then cover with a towel.
- After the lifting lotion has been left on for the correct amount of time, remove the coverings, if necessary, and use a dry applicator to remove the product. Use a new clean applicator to fully remove product. Do not disrupt lash placement. Repeat on other eye.
- Shake solution 2 bottle for 20 seconds. Dispense correct amount and apply same way as solution 1. Repeat on other eye and set timer. Solution application should be thick enough you can see placement. Do not get in eyes, on skin or waterline.
- After processing, remove using a clean dry applicator on both eyes. Fill a small cup, or bowl, with lukewarm water, and dip applicator in, blot excess. Swipe from base of lash up to the tips to fully remove product then work lashes off the shield making sure not to disrupt their place. Repeat on other eye.
- Gently remove the silicone shield from the lid and remove any residue from the clients lid. Comb the lashes with a lash wand to separate.
- If applying HydraBoost 3, dispense a small amount on an applicator and apply to lashes using the swipe and follow method or sandwich method. Let sit for :30-1 minutes then blot excess. Brush lashes and assess. If tinting, proceed with directions below. Using a new lash wand, dip into the HydraBoost Daily Strengthener and swipe over the lashes, allowing to soak in for a few minutes. This will be the end of their service.
- If your client is proceeding with a tint, place the undereye pads under the bottom lashes to protect the skin.
- Dispense a pea size amount of the chosen Berrywell tint into a dish and dispense a small amount of oxidant and mix thoroughly.
- As your clients eyes are closed, apply a small amount of tint at the base of the lash and coat the entire lash thoroughly.
- Allow to process for 8-10 minutes. After the time is up, fully remove with a damp 2x2 or cotton round and ensure all tint is removed. Clean up any tint

SerBeya Lash Relaxer

- In the unfortunate event the lashes have overcurled or look too unflattering for the client, a relaxing treatment may be performed.
- Have client lay down and apply undereye pads to protect bottom lashes. Have them close their eyes and apply solution 1 to base of lash using an applicator or brush, work carefully and precisely.
- Work the solution over the lashes using a lash wand stretching the lash from base to tip.
- Watch the lashes as you brush and stretch, the time should not exceed 5 minutes. For a slight relaxer, use 3/2 timing. For reversal, use 5/2 timing.
- Once the lashes are relaxed, remove solution with a damp applicator. Dispense solution 2 and repeat process for 2 minutes.
- Remove solution fully with a damp applicator and ensure all product is removed.
- Gently pat dry the lashes (a small handheld fan may also be used) and brush out. The treatment is now complete and client may open their eyes.



FAQ

The clients lashes really haven't curled, help!

When we hear of this happening, most likely the timing was not correct for the client. Shield size is very important and the improper size may have been chosen. The last thing to consider is expiration or storage of products.

What age is appropriate for a lift?

It depends upon your businesses policy. We have lifted teens as young as 14 with parental consent and parent was in the room.

The lashes dropped or appear crooked after tinting.

We have found excellent results using Berrywell tint. Other brands may interfere with the lift or there is a 10 day waiting period between the lift and tint. 18-24 hours is needed before lashes can get wet.

The lashes are wonky after a day.

Your client probably didn't follow aftercare properly or has gotten them wet. It is imperative to no expose the lashes to steam, oil, shampoo, water or creams within the first 24 hours. Reiterate not to sleep on the stomach or side of the body where the lashes may get smooshed into the pillow. Always give the client an aftercare card!

Can I wear makeup after?

Of course, but only after 24 hours and if they choose to wear mascara, only oil-free mascara is appropriate. HydraBoost Daily is a clear coat mascara that will help to nourish, hydrate and strengthen the lashes.

When should I rebook the client?

You should rebook them before they leave your business; schedule them for 6-8 weeks and let them know appointments can be adjusted if needed.

FAQ cont...

I had extensions and had a horrible reaction, can I get a lift?

Thank goodness for an alternative for clients! Yes, absolutely. It would be best to patch-test them at least 24 hours before the service. Test on the inner part of the elbow.

Can I get a lift the same day as extensions removed?

No, it would be best to wait 2 weeks. The extensions may have been improperly placed or removed causing the lashes to become weak or brittle. The HydraBoost Daily would be a great choice for them to use after extension removal, 2x/day, leading up to the lift appointment. We wouldn't want to cause any further damage to the natural lash so that's why it would be unwise to perform the lift same day.

Can pregnant or nursing clients get a lash lift?

Of course but with some notices. Medications, HRT, hormones all affect the outcome of a lash lift. It is completely safe for these clients to receive a lift, however, let them know the lift may not take or last as long.

Things To Purchase

Once you purchase your initial kit, you should purchase the supplies to refill your stock. The SerBeya line can be purchased through any authorized seller. In the US, Bella Nova Industries is the lead distributor.

Things you can purchase additionally:

Micropore tape

Undereye pads

Application brush (best to have 2 on hand)

Multiple sets of Max/Hybrid Shields (can be cut to conform to eye shapes)

Isolator Tool

Cleanser and HydraBoost Daily to retail to your clients

Applicator tools (wands, microwands, doe foot applicators)

2x2 or cotton rounds

Eye Heat source

Tray covers

Alcohol pads

What's Next?

Congrats on completing your lash course! What a full and exciting day.

You will be notified up to 1 week after your course with a special account tag which will allow you to purchase items at a 7% discounted rate!

Always use the hashtags #serbeya_lashes and #serbeyalashlift to have your amazing work featured.

Follow us on IG / serbeyaserbeya and like us on FB / serbeyaserbeya

We look forward to working with you and helping you achieve great success.

Feel free to reach out to us at anytime or to your educator.

Email: serbeyaedu@gmail.com

Good luck and lift those lashes sky high.

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Thank-you

Thank you for training with SerBeya! We are glad to have you join us.

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