

Building Bold & Beautiful Lashes

How adding lash extensions to your menu can boost your biz

By Katie Harrington

You may have heard of **NovaLash**; last year, the brand took home the **BTC Stylist Choice Award for Favorite Eyelash Enhancing Product**. It has since gone on to become the most awarded eyelash extension company in the industry. But even if NovaLash is on your radar, you may still have questions. Well, we have answers about this explosive new salon service and what it can do for your business!

what are novalashes?

NovaLashes are individual, synthetic eyelash extensions that are singularly bonded to each natural lash to create a longer, thicker, more glamorous lash look. The NovaLash technique harnesses the natural growth cycle of a client's eyelashes. Each NovaLash artist learns to identify lashes that are in the growing phase, the resting phase and the shedding phase. The type of extension used depends on the phase. "When you use the growth cycle, the extensions look good even as they shed," says **Sophy Merszei**, an **award-winning biologist, cosmetic chemist and founder** of the brand. "It's safer, more effective, looks pretty and lasts so much longer!"

what makes novalash different from other eyelash extension companies?

Sophy founded NovaLash in 2004, after many negative experiences with extension products from China and Korea that didn't function properly. Extremely high formaldehyde levels in the adhesive, severe allergic reactions and improper application techniques were just the beginning of her frustrations. So Sophy partnered with eye doctors, plastic surgeons and family care physicians, and set out to create an adhesive—**Platinum Bond Adhesive**—that was clean and safe. Today, NovaLash is the only physician-developed product in the lash extension industry.



how can novalash help grow my business?

To answer this question, we checked in with **NovaLash Artist Bianca Martinez**. When Bianca started her career in lash extensions, it was a fairly new industry, and she experienced tons of problems—including losing clients when they suffered from extreme allergic reactions! Bianca knew there was a huge demand for extensions, so she started doing research and discovered NovaLash. Fast-forward to today, and Bianca has so many clients she can't keep up with the demand. "My business grew because people were so happy with the quality of the lashes," she shares. "This was supposed to be a job to get me through school, and it turned into my career! Now I have a lot of people asking me, 'How do I get your job?'"

While the average price for a full NovaLash set can range anywhere from \$200 to \$500, Bianca says she has had clients offer to pay *double*! Sophy adds, "People get so hooked on these lashes. One time our building lost power, and our clients insisted we bring the beds out to the parking lot so our artists could finish their lashes!" Sophy adds that her salon is usually so booked, she can't even get an appointment for herself!

Not only are lash artists making more money with NovaLash, the service has also helped them gain more control over their own businesses. "It's fueled my passion to be a business owner," says **Stefanie Thurman**, a **NovaLash brand ambassador** who owns her own studio. "I get to be passionate about the business side of it and the artistic side of it."

have you heard about "american volume?"

This year, there's a new kid on the NovaLash block. It's called **American Volume**, and it's for experienced, certified lash stylists who want to take the next step in perfecting their skills and learning new techniques to grow their businesses. Interested artists will learn tips and tricks from **Advanced Trainer, Sophia Navarro**, for creating the voluminous and luxurious looks clients crave.

how do i become a novalash artist?

NovaLash training courses are available in all 50 states with the most experienced pros in the biz. They're open to all licensed cosmetologists and estheticians. The training starts in your home—you receive a training manual in the mail—and continues with an eight-hour, hands-on course with live models, which covers theory, technique and application. Upon completion, trainees take a written test and a practical application skills test. When you pass both tests, you receive a NovaLash Training Certificate and join the worldwide NovaLash team of stylists!

For more info, check out novalash.com/professional/training



Before and after NovaLash. Lashes by Debbie Affleck.



American Volume is for experienced lash artists who want to take their skills to the next level!