

*Secret
Beauty
Confessions
of a
Professional
Lash Artist*

*An Easy To Follow Guide
To Keep Your Lashes
Looking Long And Healthy*

ARDOUR™
BROWS & LASHES

Acknowledgement

This eBook has been written with the help of our dedicated Ardour Artists.

We would like to thank our Ardour Artists for their contribution! They kindly share with you all their knowledge and years of experience as beauty therapists at ARDOUR Brows & Lashes.

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Secret Beauty Confessions of a Professional Lash Artist

An Easy To Follow Guide To Keep Your Lashes Looking Long And Healthy

Your eyelashes have a much greater purpose than simply looking good.

They keep our eyes protected from small particles such as dust from entering and harming them and just like the hair on our head, our eyelashes will fall out and re-grow in cycles, when one lash falls out, another is readily awaiting to take its place.

However, not caring for your lashes can have a negative effect on them which is why we're here to help you keep your lashes as healthy as possible - trust us your lashes will thank you for following these steps!



1. Give Your Lashes A Well Deserved Break From Those Extensions.

Just like you and me, your lashes also need a break every now and then.

We know how convenient lash extensions can be, however they can also be damaging to your lashes.

As your natural lashes grow, your extensions grow out with that natural lash, meaning the extension gets further and further from the root of the lash.



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This makes it harder for your natural lashes to support the weight of the extension, which can lead to breakage - booking in your refills regularly won't just keep your lashes looking full but can also help prevent this type of damage from happening as most lash technicians will gently remove any out grown lash extensions and replace them with a new one.



With that being said, it's still a good idea to give your lashes a break to help keep them in tip top condition.

It's also important to know that improper application can also cause damage to your lashes, so if you're considering lash extensions for the first time we always recommend doing your research before booking in for an appointment and most importantly, always ensure you only go to reputable, well-reviewed salons.

2. Remove Mascara Every Single Day

We get it, nobody feels like washing their face after a long day or having to struggle to remove stubborn eye makeup. But keeping your mascara on while you sleep is a top cause of eyelash damage.

Mascara works by coating your lashes with a lengthening or thickening material. Once applied, it keeps your eyelashes looking fabulous all day long by adhering and hardening onto them, but on the downside mascara can also make your lashes incredibly prone to breakage once applied as it causes the lashes to stiffen.



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Hitting the bed with mascara on crunches your lashes against the pillow surface, and they may break in the process because of their already brittle state. Sleeping in mascara doesn't just damage your lashes however, it's not uncommon to unconsciously rub or scratch at your eyes in your sleep.

And if you have mascara on, those lashes are much more prone to break off and end up in your eye.

A loose, stiff lash coated in mascara can actually scratch your cornea while you're asleep - *ouch!*

So always think twice before you jump straight into bed without removing your mascara.

3. Keep Your Lashes Hydrated

We know this may sound a little odd but think about it – you probably condition the hair on your head every time you wash it, right?

That's because no one wants dry, frizzy looking hair, and the same rules apply to your lashes.

Remember, lashes are made of hair! No, your lashes aren't necessarily going to look frizzy but dry eyelashes tend to look brittle and can have trouble growing. Not only that...



Dry lashes tend to fall out at a much faster rate. This leaves you with thin, barely-there lashes.

Three really easy (and basically free because I guarantee you already own at least one of them) ways to care for your eyelashes is with good old coconut oil, castor oil or vaseline!

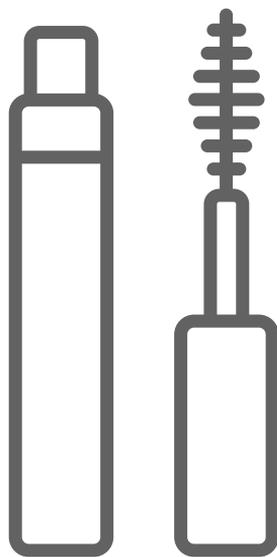
Simply apply a small amount to your lashes with your fingertip or a clean spoolie brush, focusing on the tips of the lashes and blot away any excess from your lashes with a clean tissue if needed.

4. Choose Your Mascara Wisely

Skip waterproof mascara whenever possible.

Sure, if you know you're going to be crying all day or swimming, reach for a waterproof formula. But for regular everyday wear, stay away from long-wear formulas.

While everyone loves the idea of being smudge-proof all day long, waterproof mascara is incredibly drying and one of the hardest products to remove which makes it near impossible to remove without tugging out several lashes along the way.



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These powerful formulas, when used daily, can lead to unnecessary stress to your natural lashes and can cause additional breakage when trying to remove it.



5. Never Use An Eyelash Curler After Applying Mascara

One squeeze with this magical contraption and your eyelashes instantly look three times longer. But you **MUST** remember to curl your lashes before you apply your mascara.

As we mentioned above, mascara makes your lashes stiff making them incredibly prone to breakage by adhering and hardening onto your natural lash, so taking to them with an eyelash curler after applying mascara is just asking for a disaster!



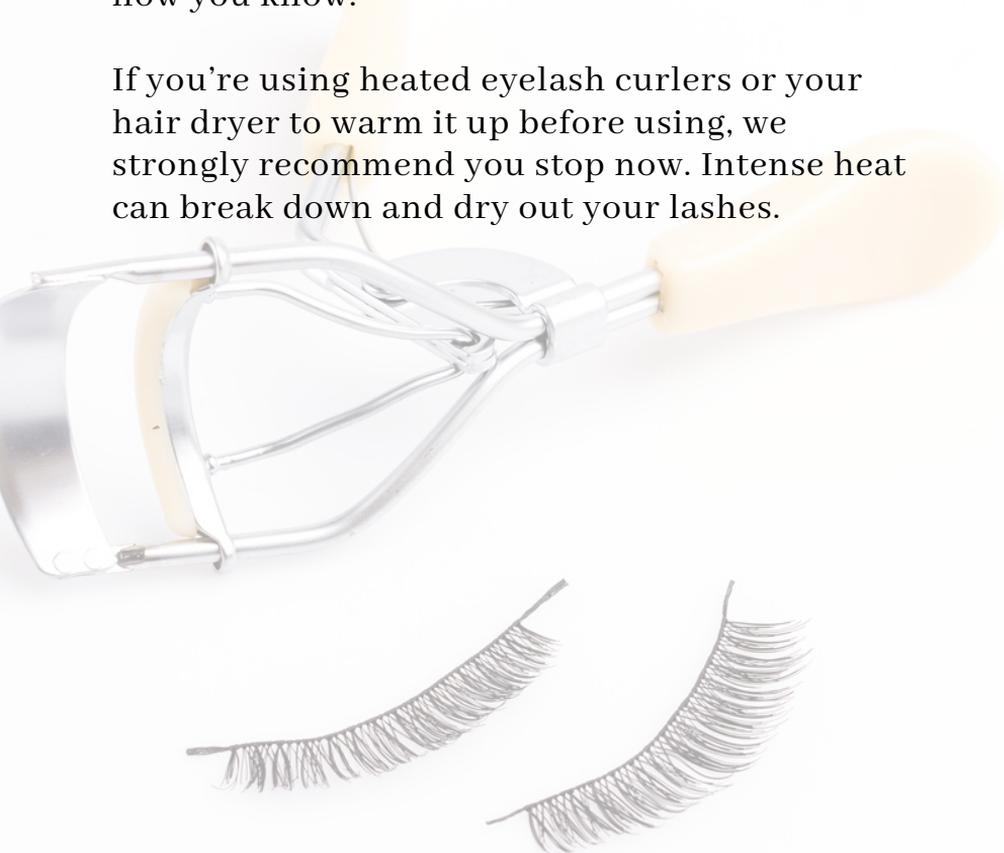
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In general, if you're using eyelash curlers, then you must use them correctly, before you apply mascara and not too close to the lash rim. This will damage the eyelash cuticles and cause lash breakage.

If you've ever been confused as to why there are so many lash strands stuck between your curler, now you know.

If you're using heated eyelash curlers or your hair dryer to warm it up before using, we strongly recommend you stop now. Intense heat can break down and dry out your lashes.



6. Eyelash Serums



We can confirm lash serums are in fact effective, however don't expect to see results overnight.

The natural lash growth cycle is around six to eight weeks, so for some, it may take up to four months for your lashes to fully develop that luxurious appearance and thickness.

The ingredients commonly found in most lash serums work together to condition and strengthen lashes so they are less likely to break or fall and to boost the lashes with vitamins that protect them from external aggressors.

Serums can also directly stimulate the hair follicles or help create an optimal environment for hair follicle growth. So if you're wanting long luscious lashes without the commitment of lash extensions, serums are a great way to go.

7. Avoid Rubbing Your Eyes

Many of us can admit to this habit, after all, it's just so darn satisfying. Even so, it may be best to sit on your hands next time you get the urge to rub your eyes.

Rubbing your eyes too vigorously can damage your entire eye, eyelashes included. Eye rubbing doesn't just cause damage to your lashes, since the skin around your eyes is the thinnest and most delicate on your face, aggressive rubbing can thin out and wear down your skin over time. This will not only make the skin weaker and more susceptible to wrinkles, but can also worsen the appearance of dark circles.

Being gentle when it comes to anything with the eyes is key!



Also keep that in mind when scrubbing away mascara and drying your face.

8. Never Use Expired Eye Makeup!

Even when it's possible to scrounge out more makeup from that old tube, don't!

Old mascara can hold onto harsh bacteria, which in turn can spark lash loss, damage, and infection galore, *yikes!*

The general rule of thumb for mascara and eyeliner is to replace them every three months, tops. If your eyes are constantly watery and/or itchy, consider swapping your mascara or eyeliner, they might be expired.

You only get one pair of eyes, so there's not really a point of putting them in jeopardy for a tube of mascara, right?



If you've already booked yourself in for a lash lift be sure to check out our bonus lash lift aftercare check list on the next page!

Lash Lift Aftercare

CHECKLIST

Make Your Lash Lift Last Even Longer!

- Do not wet lashes for the first 24 hours
- Use of Sauna/Steam is possible after 24hrs but may weaken the effect of the lift
- Swimming should be avoided for at least 24hrs
- No other facial beauty treatments for 24hrs.
- Avoid using mascara and oil based products on lashes for the first 24 hours
- Avoid using waterproof mascara because it often needs to be removed with oil-based makeup remover
- Do not use oil based eye products including skincare and/or makeup remover
- Be gentle with your lashes - no rubbing
- Lash Lifts will last up to 6-8 weeks, Please do not re lift lashes any sooner than 8 weeks
- For Lash Lifts with Tint: Lash Tints will last up to 2-3 weeks. Be aware that the effect of your lash tint will gradually fade as your lashes grow out

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