



elleebana

HP SETTING LOTION

FACT
SHEET





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CHANGES IN HP SETTING LOTION

We have made some exciting improvements with our Elleebana Lash Lift system to stay up to date with innovation and world-wide compliance in cosmetics.

Over the last 12 months we have been testing and updating the formula of our setting lotion (step 2) in the Elleebana lash lift system. We have replaced an ingredient - 'sodium bromate' with 'hydrogen peroxide' as it is classed as a safer alternative and also provides more benefits to the lashes and the treatment process.

WHY DID WE MAKE THESE CHANGES TO OUR SETTING LOTION?

Well in 2019 Health Canada banned the use of bromates in cosmetics due to concerns of the relationship with potassium bromate and other bromates which have been used in foods. If ingested in large amounts there is apparently evidence to suggest that this could cause long term health side effects.

A regulation was then passed for sodium bromate ingredients, and as it is in the bromate family. The restriction / prohibition was put in place for not only food, but also cosmetics.

We would like to ensure our clients that there is no scientific evidence to determine bromates are unsafe in lash lift products. Especially at the minimal percentages that are in the formula and that the lotion is never ingested by clients, it is always applied to the lashes only.

EU Commission regulations still allow bromates in cosmetics and so do many other countries, however this could change soon, so we want to ensure our clients are not going to be disadvantaged with any future changes.



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OUR ELLEEBANA IMPROVEMENTS

At Elleebana we are no strangers to updating and innovating our products and formulas over the years, this is a part of evolving and always striving to exceed customer expectations. We understand that with any improvements with formulas or packaging there are customers that have concerns and think that the product will no longer be as good as it was.

This is something we see every time we do an update; it is not uncommon to be contacted by a few clients saying they are concerned about the result and performance of the product. However, this is only ever a small number of clients and sometimes with a little education and support they are quickly on their way to feeling comfortable and very happy with the result of the product.

APPROVAL PROCESS

We assure you that we would never release a product into the market that had not been clinically tested and quality assured to ensure stability and excellence in performance. We have a very strict testing protocol and procedure in place that takes many months of trials and assessments before a product can be approved and released into our range.

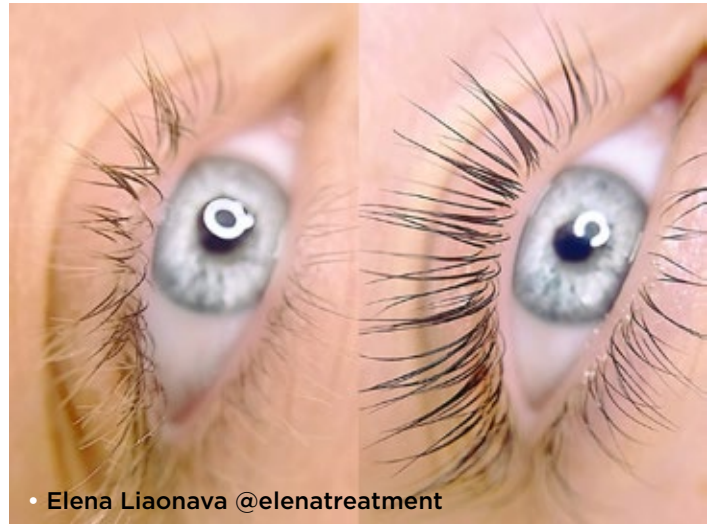
To give you some insight into the approval process:

- 1. All raw materials are evaluated through a global compliance check and approved for cosmetic regulations and production.**
- 2. Formula is produced and stability testing is conducted which takes several months.**
- 3. We then produce several batches of the formula and these are tested in house in our testing and training facility on a minimum of 50 models as the batch sample.**
- 4. The formula is then sent to our worldwide assessors in Europe, USA and Australia where extensive clinical trials are performed on hundreds of models as a larger sample size. These tests review product performance, expert technician and client feedback.**
- 5. Feedback on the performance is collected for analysis and product is approved based on the positive feedback and results that are achieved during the clinical trials.**
- 6. Evidence and photos of the applications is collected to share with our clients to see the amazing results that are being achieved.**

There are many other processes we look at as well, but this gives you a snapshot summary of the extent that is required to have a product approved and brought into the Elleebana range.



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CURRENT LANDSCAPE

To add further reassurance to our customers we are pleased to let you know that the HP formula has already been in circulation in Canada for over 6 months and we have received wonderful feedback from our clients.

The HP setting lotions are now in circulation in various countries with our wider Elleebana audience and the feedback has been excellent as we knew it would.

From time to time you will see technical issues with beauty treatments, lash extensions, spray tans, skin care, IPL and yes "lash lift" can be added to that long list of services.

Sometimes these technical issues may show us challenges that we need to look into during the application process or client's lash texture or health.

Over the years while using a sodium bromate setting lotion we have had various people say in forums they experienced some technical issues, we've read comments like '*the lashes didn't lift enough*', or was mentioned that '*lashes over curled*' and then we read comments that the formula must have changed. We have seen this time and time again with not only Elleebana, but many different lash lift brands available throughout the world.

There are numerous factors we need to consider with application, lash texture, diet, hormones, client health and client lash health. Many of these factors could lead to a lift not turning out the way we expected. Nine times out of ten, lash lift can be very consistent, but every now and then we do have clients that have challenging lashes or things can go not as planned in the application.

You can watch Otto's video here on lash texture which has some helpful tips on what happens with variances in the lash lift process:



**LASH TEXTURE
TIPS:**

youtu.be/mTlaCrDKSM8





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ELLEEBANA STANDARDS

When it comes to creating innovative formulas, we ensure that the products reach the high standards that our Elleebana customers have come to expect - and we wouldn't have it any other way.

CLIENT SATISFACTION IS OUR TOP PRIORITY AND WE WOULDN'T BE 25 YEARS IN BUSINESS, DISTRIBUTING TO 60 COUNTRIES AROUND THE WORLD IF OUR PRODUCTS WERE NOT PERFORMING TO THE STANDARDS REQUIRED.

HP FORMULA BENEFITS

Some benefits that we have found by using the HP formula are:

- 1. Lashes are in a better condition after the treatment and during the grow out phase. This is due to a gentler chemical reaction process that happens when the disulphide bridges are reformed, and pH is restored.**
- 2. Product is performing at the same timing as the SB formula. Still fast processing!**
- 3. Worldwide compliance for cosmetics and exceeding global standards.**
- 4. Tinting can be combined into step 2! There are some limitations to this technique, but more will be revealed about this technique over the coming weeks.**

We look forward to seeing your amazing lash lifts, please review the photos of these applications using the HP formula included in this fact sheet so you can see for yourself just how amazing our system is performing out in the world.

If you have any questions at all, please don't hesitate to contact our team and stay tuned for some exciting news in the coming weeks! We are about to launch our most exciting offering yet...



FOR MORE INFORMATION CONTACT

ELLEEBANA GLOBAL HQ:

 **INFO@ELLEEBANA.COM**