

SOCO LASHES EDUCATION



Hi there! I'm Jena Cash!

I focus on Texture, Retention, and Creative Lashing

2024 STUDENT PRICING



Private Class

Choose this option if you perform better in a one on one environment. This class can be customized to the specific goals for your group, and can include hands on lashing, business related topics, or a blend of both. Training course include your materials and literature.

1 DAY / \$1,990



Educator Class

Make your dreams a reality and become a Lash Educator. This course sets you up to start hosting your own classes, launch your very own education program all while using the SOCO Academy Education Outline, and receiving Educator Discounts on Student Kits and personal products. This class includes a SOCO Lashes Certified Educator, as well as your materials and literature

1 DAY / \$2,400



Small Group

Put together a private group of 2 students. This class can be customized to the specific goals for your group, and can include hands on lashing, business related topics, or a blend of both. Training course include your materials and literature.

1 DAY / \$2,900

Become the Lash Artist or Lash Educator you have always dreamed of becoming.

Volume Course | Master Course | Educator Course



SOCO ACADEMY

Helping Lash Artists find their niche

*Each class is about **your** needs*

WHAT'S TRAINING WITH US LIKE?

A training with SOCO is never the same, because we leave enough room for you to choose how you want the class direction to go once we have covered the class information. Each student in each class can choose something unique that they personally want to work on, whether it be the business side of things or a specific technique or issue they're trying to work through.

We believe that the curriculum should constantly change, because our industry is constantly evolving and pivoting.. Each student's wants and needs are drastically different from the student sitting next to you. It's why our students are so successful: Because we listen to and focus on what each student needs to reach her goals.

Our classes are packed with knowledge on what it takes to run a successful lash business from the inside out. It's up to you and how you want your individual experience to be.

[TRAIN WITH US](#)





SOCO classes *for* every lash artist

*E*ach SOCO Lashes class has a heavy focal point on Creative Lashing and Perfection & Retention. This means finding your unique niche in your industry as a lash artist, and creating a style that makes you confident as a lash artist, and this is what creates the hook-line-and-sinker effect on your business growth. We help you find a way to stand out, because blending in stunts your growth as an entrepreneur. We also dive heavily into Perfection & Retention, because this is what keeps your clients coming back. The secret is knowing how to draw clients in, but also keep them happy.

Our true secret sauce is sharing our secrets with you. We teach you how to let others grow your business for you. It's as simple as it sounds, and working smarter hasn't ever been easier.

What SOCO prides ourselves on is allowing each student to create their own unique experience during every class that you attend with us. No experience should be alike, because we aren't here to create machines or cookie cutter lash artists. We are here to find what you're great at and teach you how to accentuate that.

LEAD EDUCATOR
JENA CASH

LOCATION
SEBASTOPOL, CA

| SOCOLASHES.COM

WHAT WE COVER

The ONLY Skeleton Key Texture Map you'll ever need to not only CREATE, but MAINTAIN texture.

Welcome to the most versatile, SIMPLE, easy to follow [or adjust to your style], Creative Lashing Map that you'll ever need as a Creative Lash Artist. *6 months of Volume Lashing experience is required for this class



07 CREATING BETTER RETENTION



01



15

MIND BLOWINGLY SIMPLE

Doesn't make sense? Don't worry, it will. We are really teaching you things that you already know, we're just making sense of it and simplifying it for you. You'll be blown away by HOW SIMPLE this map is to follow, and you'll be leaving your local lash artist wondering how you're able to apply the same look to every client... every time.

HOW CAN WE TEACH THIS IN ONE DAY?

Don't think this can be done in a day? You'll be surprised how SIMPLE this mapping is, and how it all makes sense. This our MOST popular Workshop that is fully completed in 3 hours.

It's THAT SIMPLE!

Learn how to make your business look established and well thought out, even if you're just starting.

CLASS SCHEDULE

01 INTRO & OVERVIEW

We will begin class with questions, an overview of your kit. Moving forward, we jump right into hands on lashing, welcoming questions throughout the entire duration of the day.

02 HANDS ON PORTION

The 'Hands-On' portion will begin immediately after our overview portion. This will be the majority of our class, and will include correction and technique critique.

03 CORRECTION & CRITIQUE

Although there will be correction and critique throughout your class, the class will end with a more in depth critique with more explanations.

WHATS COVERED

SOCO LASHES MASTER COURSE OVERVIEW

01 LAYERED MAPPING

How to use more than one map on an individual client in the same service.

02 FUNDAMENTALS OF TEXTURE

Comprehension of what texture is, different ways to create texture, the dos and fons on texture, common mistakes to avoid, tips and tricks, secrets that most people don't know, etc.

03 MOST POPULAR METHOD

popular methods, when are where to use them, how to use them to your advantage, and what to avoid.

04 FILLER FANS VS SHADER FANS

what a shader fan is, what a filler fan is, how to properly use them I'm multiple ways to create several different looks, and what to avoid.

05 THE PERFECT LOWER LINE

How to create that perfect, smooth lower line look

06 OMBRE EFFECT

how to achieve the perfect black to grey ombre effect with or without texture.

07 SEAMLESSLY BLENDING TECHNIQUES

How to create a seamless blend while using as many different method applications from a single service.

08 ELIMINATION OF STEPPING

what stepping is, why it will ruin a perfect set, how to avoid it, and how to fix it when it happens.

09 DOUBLE STACKING AND SPLIT FANS

what double stacking is, the looks that can be created with double stacking, solving problems with double stacking, when and where on the lash line it is appropriate or safe to use, and different ways to double stack.

10 USING LAYERS TO MOCK DENSITY WITHOUT ADDING WEIGHT

how to use hearts to mock density without adding weight or having to change diameters or techniques, how to make a sparse lash line look fuller, a full lash line extremely full, how to make lash line appear fuller from all angles, and the biggest kept most SIMPLE secret that's been hiding under your nose the whole time.

11 SECRET TO PERFECT INNER LASHES

How to create the perfect, subtle inner lash that is universally loved by even the most dramatic looks. Learn how to master a more natural look, while having your dramatic looks appear incredibly natural in the inner lash... that works for every client.

12 PINCHING, CRYSTALLIZING, & PROMADE FANS

Learn to pinch, crystallize, and wrap. This will be the longest portion of the class.

13 METHOD LOCATION

learn what methods to use when certain methods aren't safe in areas of the eye. Learn how to master comprehension of where you can do what.

14 PLACEMENT COMPREHENSION

comprehensive review on placement.

15 LIMITATION COMPREHENSION

How to identify when a client isn't able to achieve specific looks due to their lash line.

16 LIMITATION ALTERNATIVES

Understand how the SOCO Map can be modified for all clients so that each client can have a look closest to the look they so deeply desire.

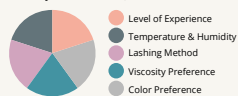
beginner

Anatomy of Adhesive

which glue is best for you?

The recommended environment means YOUR ROOM, not the outside

5 Major Adhesive Qualities to Consider



What Method Calls for What Glue?

Traditional Placement (top, bottom, side) can call for a SPEED glue, because placement is fast.

Wrapping Placement calls for a normal drying glue, because the process takes longer

This is true when temp, humidity, and experience is correct.

Proper Adhesive Storage

The objective if to avoid raising the core temp above it's recommendation. This will speed up oxidation, and spoil the glue prematurely. Cool never hurts, so we recommend cool containers or a beauty fridge.

How long is your adhesive good for?

28 Days. Exposure to gases when met with oxygen make glue toxic after 28 days. I replace every 14 days to keep my preferred viscosity.

Dry Time Considerations

Your dry time recommendation is based on your level of experience, your temp/humidity, your lashing method, and your preference.



If the temperature or humidity in your room rise, your adhesive will dry faster.

AND
If the temperature or humidity in your room dip, your adhesive will dry slower.

BUT
If the temperature in your room rises, and humidity dips, it may create balance.

AND
If the temperature in your room dips, and humidity rises, it may create balance.

FLUCTUATING ROOMS; NORMAL TO NEED TWO DIFFERENT GLUES THROUGHOUT THE DAY IF VASTLY CHANGING.

***Electric gages are not accurate and are inconsistent**

How often to refresh your glue dot?

When your adhesive viscosity changes, and it becomes more viscous (thicker). Temp, humidity & how many drops in each refresh control this.

Proper Adhesive Disposal

Uncured adhesive can omit vapors, you can add a water dot to cure your adhesive dots. This isn't necessary, however it does cure the adhesive within a minute.

How often to refresh your glue dot?

When your adhesive viscosity changes, and it becomes more viscous (thicker). Temp, humidity & how many drops in each refresh control this.

Your Master Lash Business

Learn how to make your business look established and well thought out, even if you're just starting out.

