

SOCO LASHES EDUCATION



Hi there! I'm
Jena Cash!

I focus on
Texture,
Retention, and
Creative Lashing

SoCo Lashes Master Class 2024



Portland OR

Date

April 14th, 2024



Philadelphia PA

Date

June 09th, 2024



Seattle WA

Date

August 11th, 2024



Salt Lake City UT

Date

October 13th, 2024

SOCO MASTER CLASS

2024

MEET YOUR TRAINERS



Jena, Founder of SOCO Lashes, has been working in the beauty industry since 2001. She was 17 when she started her beauty venture and has never looked back. After owning five different salons, making so many mistakes and learning so many lessons, she is still in love with this industry. Born and raised in her small beach town of Sonoma County, Jena spends most of her time as an Herbalist, spending time with her husband and daughter, and probably just as much time with her animals. From tarantulas to horses, Jena has a soft spot for anything with a heartbeat. When she's not working you'll catch her planning her next Disney trip, "doing animal stuff," obsessing on Pinterest over dark academia decor/styling or anything spooky and Halloween, or reading several books a week. Oh! And giving her husband her next new DIY idea that she swears she'll participate in, but then forgets that she can't lift heavy things. (Thanks, babe) Jena and her family are currently renovating a 115 year old farmhouse, and they can't wait to be living in the home the rebuilt with their own two hands.

Ayla has been in the beauty industry since 2005 and started lashing in 2013. In 2014, she found her passion for lash education and has never looked back. Ayla is heavily involved with the state board in her state, and was consulted to help write the regulations surrounding the lashing industry. In 2022, Ayla opened her own salon suite, Ayla Cheree Studio, and was free to fine tune and focus more intricately on her passions. Ayla's drive in this business is to help make it a more inclusive industry for all, to cut the competition with one another in favor of collaboration, hence her motto: Collaboration over Competition. Her biggest joy is setting her students free and watching them have an incredible, lucrative career with lash extensions. Ayla currently lives in Sioux Falls, SD with her husband and two kiddos. When she's not teaching, lashing or doing hair, you can find her cooking dinner for her family, lifting at her local CrossFit gym, training for a race, traveling the world or climbing a mountain, golfing with her honey, or snuggling with her golden retriever and three cats.





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.



05 SEAMLESSLY BLENDING TECHNIQUES



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.

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

- Level of Experience
- Temperature & Humidity
- Lashing Method
- Viscosity Preference
- Color Preference

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.

FAST NORMAL SLOW

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.

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.

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.

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.

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.

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.

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.

CLASS SCHEDULE

- 01 9:00 AM**
Doors will open at 9:00 am. Please arrive early avoid traffic or getting lost on the road or in that hotel. Class will begin at 9:05. If you arrive after 9:05, you will likely be lost and we will not have time to repeat lessons.
- 02 QUICK OVERVIEW OF CLASS**
We will do a quick overview of the class, theory on Adhesive, Primer & Sealer, then jump right into hands on.
- 03 HANDS ON PORTION**
Learn 'THE SOCO MAP,' followed by hands on portion will begin immediately after our overview of the class.

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 during 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 lived 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, WRAPPING & 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.

Your Lash Business

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

