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SEVEN23 CO.  
TRAINING  
SCHEDULE &  
INFORMATION

# LASH LIFT & BROW LAMINATION COURSE

EMBRACE NATURAL BEAUTY : WHERE SCIENCE MEETS BEAUTY

01

10am- 11am

**Introduction + Business theory + Marketing & Social Media**

02

11am-12pm

**Health & Safety + Consultation + Product & Tools**

03

12pm-2pm

**Procedure + ReLift/ReLam & Relax + Reversal  
+ Mannequin Practice (Lash Lift)**

04

2pm-2:30

**Lunch (will be provided/ you can choose to bring your own)**

05

2pm-4:30pm

**Model comes in**

06

4:30pm-5pm

**Photos +Final Exam**



# HOW TO PREPARE

## WHAT TO BRING

Bring a laptop / notebook to take notes, the manual is extensive but you will need to take down extra tips and tricks I mention. Also come with clothes that won't restrict your arms or that will be too tight around the legs. DRESS COMFY but cute— we will be taking pictures! Remember: EVERYTHING is CONTENT!

## WHAT TO THINK

There will be a lot of information to learn, I always suggest meditation in the morning and to avoid caffeine as you might get the jitters or mild anxiety.

Start brainstorming business names, and colour themes for your brand, and how to make it unique to you.

## WHAT TO PREPARE

Get a good night's rest, don't drink alcohol the night before, and eat a good breakfast in the morning to fuel your brain. Also bring a water bottle to stay hydrated throughout the day!

Read over the instructions for the location and times etc. Confirm with both your models for each service (You can have one or two models, two is preferred) and make sure they send in their refundable deposit of \$20

Make sure to come with a business mindset  
**YOU GOT THIS!**

# SEVEN TWENTY THREE SEVEN

*By Rebecca Neves*

## Training Course Curriculum

Welcome! I am so excited to start on this lash and brow journey with you. Take this as if you are investing in a life-long skill, an ability that can become not only a career but also a passion.

First and foremost, I am going to provide you with a little more information about our educators and the business to ensure you that you are fully satisfied with your decision and certain that this is right for you.

My name is **Rebecca Neves**. I began my beauty career in December of 2017. Since then, I have been certified in several different certifications and diplomas:

2x Lash Extensions

2x Lash Lifting

1x Brow Lamination

2x Lip Blushing

& I have a degree in Nursing

I have 6+ years of experience lashing, during this time I have grown a successful lash business which is expanding rapidly, with a product line and team members offering different services at two In-House locations.

Our goal is to break down all barriers that stop beauty providers from becoming successful in the industry and educate you in the most efficient manner possible, so you get the most out of your experience and investment. So that you leave this training with the skills necessary to build a beauty business but also the appropriate mentality to become successful in any and all business ventures.

**Etobicoke & Vaughan**

**416 219 3020**

**info@seven23.co**





## INTRODUCTION

Before we go into the details of what each course entails our BEGINNERS masterclass course is only for the training of BASIC LASH LIFTING and BROW LAMINATION only. Although it is a fairly simple set of services to learn, with experience and time, different techniques and skills can be learned throughout your career. I believe through my own experience, and from the comments of other students and lash technicians that in order to be successful in the lash industry you need to start with the basics, otherwise you will not profit, nor succeed. Hence why we are against a rushed and mediocre approach to learning not only the art but also the science behind lifting + lamination.

If you are feeling nervous or uneasy about starting that is totally normal! We were once where you were.

It is super important to ask yourself what it is you want for yourself, of course you want to start lashing for a number of different reasons, but this is a huge step! It is like starting University, or starting out at the gym, it can be nerve reeking, embarrassing and you most likely will have a lot of questions. I am here to solve any doubts. The art of lifting + laminating comes down to a SCIENCE

(I cannot stress this enough), and practice. In this course, I customize the training to fit your needs, whether that is lifting hacks or learning how to make more money, whatever you want to learn I add onto the already pre-set training details so you get the most out of the time we have together.

“Masters of a skill are also students – forever!”



## Beginner Lash Lift & Brow Lamination Masterclass | \$489 CAD

- One Day 8-hour training at Leonlashes headquarters.
- You will learn Lash Lifting + Brow Lamination basics
- Group of 2-4 people
- Prepared with a full professional grade lift + lamination kit suitable for 30+ clients
- Perfect for those completely new to the lash industry or those looking to add lash lifting/brow lamination to their service menu

## Beginner Lash Lift & Brow Lamination Private 1:1 Course | \$649 CAD

- One Day 8-hour training at Leonlashes headquarters / At home salon
- You will learn Lash Lifting + Brow Lamination basics
- Private 1:1
- Prepared with a full professional grade lift + lamination kit suitable for 30+ clients
- Perfect for those completely new to the lash industry or those looking to add lash lifting/brow lamination to their service menu — but wish to get a private personalized training

**SEVEN**  
**TWENTY THREE**  
**SEVEN**

себе не стремиться  
к успеху»

SPRING 2024

# TRAINING DATES

LASH LIFT &  
BROW LAMINATION

PRIVATE

APRIL 12

LASH LIFT  
& BROW LAMINATION

PRIVATE

APRIL 13

LASH LIFT  
& BROW LAMINATION

PRIVATE

UPON REQUEST



# WHAT NEXT?

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## 1. DECIDE YOUR TRAINING

If you are new to the industry or looking to add lifting + lamination to your service menu, the private 1:1 course will be perfect for you. You do not need any experience. If you have any lashing experience at all I would recommend group over private,

## 2. PAY THE DEPOSIT

“Procrastination is the bad habit of putting off until the day after tomorrow what should have been done the day before yesterday.”

There is a high demand for GOOD QUALITY lifting and laminating, especially the quality grade of the products and teaching. INVEST IN YOURSELF.

Deposit of \$50 is payable via credit, debit, or interac e-transfer : [info@leonlashes.com](mailto:info@leonlashes.com)

Please send payment confirmation to 416.219.3020 if you are e-transferring!

## 3. PREPARE

### Mentally

Have a winner mindset. Believe in yourself

### Physically

Be well rested for your training release any distractions

### Emotionally

Focus on the bigger goal do not have fear

## 4. MODEL CALL

Find your models !Get them to send a \$20 deposit that they will get back when they come to the training date to secure their spot to | [info@seven23.co](mailto:info@seven23.co)

Please message if you are having difficulties! We can try to find a model for you.

## PRIVATE

Choose:

1 lash lift + brow lam model for 2PM-4:30PM

OR

1 lash lift model for 2PM-3:15PM

1 brow lamination model for 3:30PM-4:45PM

## MASTERCLASS

1 Model for 3PM-5:30PM / per student

## 5. SIGN CONTRACT

Contract is sent 24 hours after deposit is confirmed!



## TRAINING DETAILS



## WHAT IS IN MY KIT?

LASH LIFT + BROW LAMINATION

SCIENCE BEHIND LIFTS/LAMS

HAIR THEORY

SITE & PERSONAL SAFETY

DECONTAMINATION +  
CONTRAINDICATIONS

CONSULTATION TIPS

PRODUCT & TOOL KNOWLEDGE

ASSESSING LASHES & BROWS

SHIELD

LIFT/SET/TINT/MOISTURIZE

CLEAN-UP

TAPING TECHNIQUES

MARKETING AND BUILDING YOUR  
BRAND DNA

CONTENT PLANNER PDF

SOCIAL MEDIA DEVELOPMENT

ONGOING MENTORSHIP & 1 HOUR  
FOLLOW UP CALL AFTER TRAINING

CERTIFICATION OF COMPLETION

BARBECIDE CERTIFICATION

LIFTING/LAMINATION KIT:

STEP 1: LIFT

STEP 2: SET X TINT

STEP 3: MOISTURIZE

(UP TO 30+ CLIENTS!)

HYDROGEL EYE PADS + Cleansing wands

3-M MEDICAL TAPE + Mascara wands

REUSABLE SHIELDS (ALL SIZES)

PRIMER

SILICONE LIFT BRUSH

Y- TOOLS

DENTAL BROW BRUSHES

CONSENT FORM + WAIVER FOR CLIENTS

CONSULTATION / CONSENT FORM

EXTENSIVE MANUAL  
(digital)

## What to think about prior to the training..

1. DEFINE YOUR BRAND PERSONALITY
2. BRAINSTORM IDEAS FOR CONTENT
3. LIST A SET OF QUESTIONS TO ASK ME
4. WHAT ARE YOUR PERSONAL & BUSINESS GOALS
5. WHAT DO YOU WANT TO FOCUS ON
6. WHO WILL I ASK TO BE MY MODEL
7. SAVINGS PLAN FOR FUTURE INVESTMENTS