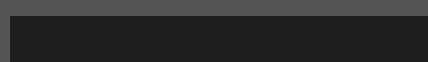


20

24



**LEONLASHES
TRAINING
SCHEDULE**

REFRESHER COURSE

UNLEASH YOUR POTENTIAL

01

10am- 11am
Business theory + Marketing techniques + Social Media

02

11am-12pm
Fanning + Placement / Layering

03

12pm-1pm
Workspace set up +Troubleshooting retention

04

1-2pm
Mannequin practice +Understanding Lash Styles + Mega Volume

05

2pm-2:30
Lunch (will be provided/ you can choose to bring your own)

06

3pm-5:30pm
Model comes in

07

5:30pm-6pm
Photos +Final Exam

MASTERCLASS

UNLEASH YOUR POTENTIAL

01

10am- 11am
Sanitation and workspace set up

02

11am-12pm
Basics of Lashing + Application theory

03

12pm-1pm
Mannequin practice +Understanding Lash Styles

04

1-2pm
Lunch

05

2pm - 3:30pm
Understanding client procedures

06

3:30pm-5:30pm
Removal + Refills

07

5:30pm-6pm
Photos +Final take home exam

DAY 2

UNLEASH YOUR POTENTIAL

01

10am- 11am
Basics of volume lashes

02

11am-12pm
Business + Marketing

03

12pm-1pm
Fan application and placement on mannequin

04

1-2pm
Lunch (will be provided/ bring your own)

05

2-3pm
Model comes in + Set up for volume set

06

3pm-4:30pm
Model practice

07

4:30pm-5:00pm
Photos + Final quiz + certification



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 a tank top or 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 !

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 day and make sure they send in their refundable deposit of \$20

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



LEONLASHES

Training Course Curriculum

Welcome! I am so excited to start on this lash 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 Estefania Suarez-Leon. I began lashing in February of 2018. Since then, I have been certified twice. I have 5+ years of experience lashing, during this time I have grown a successful lash business which is expanding rapidly, with a full product line and team members. Our goal is to break down all barriers that stop lash artists 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 lash business but also the appropriate mentality to become successful in any business venture.

Vaughan, ON
416 659 1367
info@leonlashes.com

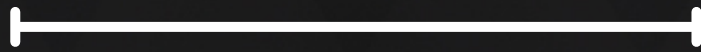
INTRODUCTION

With that being said let's begin! Before we go into the details of what each course entails our beginners masterclass course is only for the training of CLASSIC lashes & VOLUME lashes only, hybrid and mega volume is something that is learned along the way/ may require more training as this is a lifelong skill. 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 the art of lashing. (i.e., 1 day training to learn all courses)

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 buying a new car, it can be nerve reeking, and create a lot of questions. I am here to solve any doubts. The art of lashing comes down to science, and practice. "Don't let what you cannot do interfere with what you can do" - John Wooden

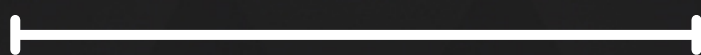
Beginner Classic and Volume Masterclass \$1649 CAD

- Two-Day 8-hour training at Leonlashes headquarters.
- You will learn Classic + Volume basics
- Group of 2-4 people
- Prepared with a full professional grade lash extension kit suitable for 20+ clients
- Perfect for those completely new to the lash industry



Volume + Business Refresher Course \$849.00 CAD

- Making the transition from classic lashing to more advanced techniques? Perhaps you want to enhance your volume skills after a previous training.
- The volume refresher course from Leonlashes takes you through every step of volume lashing
- Round out your lash learning with an insight to working smart not hard and making sure your profit every client
- Prepared with a mini professional grade kit suitable for 20+ clients
- Perfect for those who need a touch up on their skills and want to know how to get more clients through the door!
- We tailor the training to suit your needs!



Private 1:1 Beginners Course \$1849 CAD

- Two-Day 8-hour training at Leonlashes headquarters / At home salon
- You will learn Classic + Volume basics
- Private 1:1
- Prepared with a full professional grade lash extension kit suitable for 20+ clients
- Perfect for those completely new to the lash industry but wish to get a private personalized training

2023

TRAINING DATES

CLASSIC
&
VOLUME
GROUP

January 6-7

VOLUME
STYLING
REFRESHER
PRIVATE

January 20

CLASSIC
&
VOLUME
PRIVATE

UPON REQUEST

WHAT NEXT?

LEONLASHES

1. DECIDE YOUR TRAINING

If you have been trained prior the refresher course is best suited for you, however you do need to be certified in volume - If you only know classics the masterclass is worth the investment - what you put into your business is what you will receive

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 lash extensions, think about all the coffee youve had this year alone, if youve had more than 50 thats already more than half your course. INVEST IN YOURSELF

Deposit of \$250 is payable via credit, debit, or interact etransfer : info@leonlashes.com

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@leonlashes.com

Please message if you are having difficulties!

REFRESHER

1 Volume set model for 3PM-5:30PM

MASTERCLASS

1 Model for 3pm-6pm on the 2nd day

5. SIGN CONTRACT

Contract is sent 24 hours after deposit is confirmed!

Now offering

PAYMENT PLANS



SHOP NOW, PAY LATER

No interest, ever. Get your order shipped now and pay in four easy installments.



NO INTEREST OR FEES

You only pay the purchase price with Sezzle if you make payments on time.



YOUR ORDER IS SHIPPED ASAP


We ship your order just like we normally would if you paid right away.



EASY, AUTOMATIC PAYMENTS

Sezzle splits your purchase into 4 payments, automatically deducted from your bank account every two weeks.

GET STARTED

You'll go through Sezzle's 1-minute sign up process without having to leave checkout. Simply select  **sezzle** when you're ready to check out to get started.

Sign up for an account today to pay the remaining balance in four instalments!

TRAINING DETAILS



WHAT IS IN MY KIT?

STERILIZATION + DISINFECTION

ISOLATION + LASH WRAPPING

PRODUCT KNOWLEDGE

CURLS AND DIAMETERS

SALON/SPACE SET UP

ADVANCED CLASSIC APPLICATION

INTRO TO HYBRID LASHES

3 TYPES OF VOLUME TECHNIQUES

TEXTURIZING AND LAYERING

LASH STYLING/ SHAPING/ MAPPING

REFILLS & REMOVALS

RETENTION + TAPING TECHNIQUES

MARKETING AND BUILDING YOUR BRAND DNA

BUSINESS INSIDER + FINANCIAL GUIDANCE

CONTENT PLANNER PDF

SOCIAL MEDIA DEVELOPMENT

ONGOING MENTORSHIP & 1 HOUR FOLLOW UP CALL AFTER TRAINING

CERTIFICATION OF COMPLETION

BARBECIDE CERTICATION

6 X CC CURL CLASSIC TRAYS

8X CC CURL VOLUME TRAYS

4 TWEEZER COLLECTION

ACRYLIC GLUE TRAY + LASH PALETTE

PREMPT CS20 DISINFECTANT

HYDROGEL EYE PADS + Cleansing wands

3-M MEDICAL TAPE + Mascara wands

10 ml ADHESIVE + 15g REMOVER

PRIMER + TWEEZER CLEANSER

NOZZLE WIPES

CONSENT FORM + WAIVER FOR CLIENTS

PRACTICE MANNEQUIN HEAD

CONSULTATION / CONSENT FORM

100 PAGE MANUAL

What to think about prior to the training..

1. DEFINE YOUR PERSONALITY
2. BRAINSTORM IDEAS FOR A NAME
3. DEFINE YOUR AUDIENCE
4. DEVELOP A STRATEGY
5. CHOOSE A PLATFORM
6. CREATE A PERSONAL STYLE
7. CREATE A BRAND SIGNATURE STYLE
8. CONCLUSION

TRAINING DETAILS



WHAT IS IN MY KIT?

STERILIZATION + DISINFECTION

ISOLATION + LASH WRAPPING

PRODUCT KNOWLEDGE

CURLS AND DIAMETERS

SALON/SPACE SET UP

ADVANCED VOLUME STYLING

INTRO TO MEGA VOLUME LASHES

3 TYPES OF VOLUME TECHNIQUES

TEXTURIZING AND LAYERING

LASH STYLING/ SHAPING/ MAPPING

REFILLS & REMOVALS

RETENTION + TAPING TECHNIQUES

MARKETING AND BUILDING YOUR BRAND DNA

BUSINESS INSIDER + FINANCIAL GUIDANCE

CONTENT PLANNER PDF

SOCIAL MEDIA DEVELOPMENT

ONGOING MENTORSHIP & 1 HOUR FOLLOW UP CALL AFTER TRAINING

CERTIFICATION OF COMPLETION

BARBECIDE CERTICATION

3X D CURL 0.07 VOLUME TRAYS

8X CC CURL 0.03 VOLUME TRAYS

4 TWEEZER COLLECTION

ACRYLIC GLUE TRAY + LASH PALETTE

HYDROGEL EYE PADS + Cleansing wands

3-M MEDICAL TAPE + Mascara wands

10 ml ADHESIVE + 15g REMOVER

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70 PAGE MANUAL

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