

The myths & marketing ploys behind selling adhesives....

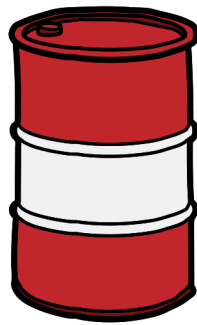
Companies are amazing at marketing their products to you.

Below outlines a few tricks the industry uses to try to sell you their products. **DON'T BE FOOLED!**



SENSITIVE
ADHESIVES

This one is a big one. With more people developing allergies to adhesives, "sensitive" formulas are **BLOWING UP!** Here's the truth about sensitive formulas. See next pages for more information.



OIL RESISTANT

Most companies this day in age use an ethyl cyanoacrylate base for their adhesives. Ethyl cyanoacrylates are much more resistant to water, oil, and heat vs the old school, methyl cyanoacrylate based adhesives. See next pages for more info.



WATER
RESISTANT

Just like the "oil resistant" claim, "water resistant" has the exact same explanation! We are using higher quality adhesives that are far more durable when it comes to oil, water & temperature exposure. Read more on the following several pages.



The myths & marketing ploys behind selling adhesives.... Continued.



What makes a "sensitive" glue different? Adhesives that are labelled "sensitive" typically have Alkoxy or Butyl cyanoacrylates added to them to cut down on the fumes. Most of these adhesives are still an ethyl cyanoacrylate based glue, there is just less ethyl cyanoacrylate along with the addition of an alkoxy or butyl cyanoacrylate to cut the fumes.

Typically most allergic reactions are caused by the fumes from cyanoacrylate, or it's contact with the skin (NOTE: you should never glue extensions to your client's skin).

The issue with "sensitive" adhesives, is this.

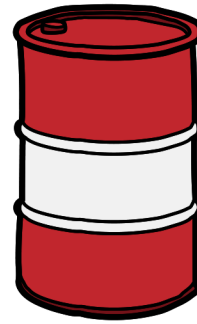
- Most are still an ethyl cyanoacrylate base, so the addition of an Alkoxy or Butyl to cut the fume isn't enough for some people & they still react.
- If the allergy isn't to the cyanoacrylate, but one of the other ingredients, then it won't make a difference at all.
- If the allergy is to the cyanoacrylate, they may still have a reaction BUT it may be far less thanks to the addition of the alkoxy or butyl cyanoacrylates cutting the fumes.

Do sensitive adhesives help? Yes, for some they absolutely can. BUT it's definitely not a fix that will work for everyone! Note: Some techs have begun washing their client's lashes 5 minutes post extension application & post Super Bonder application. They do this to rinse off any lingering particles (like carbon) that may be present on or around the eyelid area. This is done in the attempts to wash away any other particles that may irritate their clients eyes.

Please see page 22 for how a Super Bonder may also help with reducing reactions.



The myths & marketing ploys behind selling adhesives.... Continued



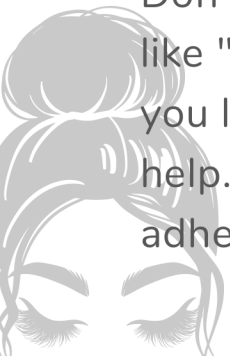
OIL RESISTANT

As stated a couple of pages earlier, "oil resistant" is most definitely a marketing ploy! We've all be sold the ole "**oil breaks down the bond between the lash & the extension**".... So when we hear "oil resistant" we think "hot damn, take my money & get me that oil resistant glue!" **This simply isn't true anymore!**

Back in the day most, if not all of lash adhesives, were a different grade of cyanoacrylate, which was much less durable. These adhesives were affected by water, oil & more extreme temperatures. With most adhesives nowadays being an ethyl cyanoacrylate base, they are automatically more durable! They **are all water resistant & oil resistant** and able to withstand exposure to more of an extreme temperature range than the "old school" adhesives. So, labelling any adhesive this day in age "oil resistant" would be like labelling broccoli "healthy" or "gluten free." **POINTLESS** & simply just a marketing tactic.



Don't be fooled by marketing! When you invest in a quality adhesive like "clingy" or "transform" and it's not working for you, it's because you likely aren't using it correctly, or your application needs a bit of help. It most certainly isn't because you need "an oil resistant" adhesive.



The myths & marketing ploys behind selling adhesives.... Continued.



WATER
RESISTANT

When lashes first came out, everyone was told "don't get them wet for 24 hours." Now, thanks to improved formulations, we can get them wet almost immediately....but it's got to be done right!

Exposing wet adhesive to water can cause "shock curing," this is when your glue is exposed to too much moisture during application, it cures too fast, and the chemical bonds don't form properly resulting in a weak bond. This will affect the longevity of your client's extensions. So, when do use water? It takes 24-60 HOURS for most glue to fully cure, with no help from a bonder or accelerator. Most of the curing happens during the appointment, so what you want to watch for is excessive exposure to moisture while lashing. Misters are commonly used throughout appointments, try, whenever possible, to use misters at the end of your appointments (@least 6-8 inches from the face).

When a company markets an adhesive as "water resistant" this is just a marketing tactic. If the base of your adhesive is an ethyl cyanoacrylate adhesive, **it is automatically water resistant** due to its chemical structure. Your job is to watch the level of moisture that comes in contact with "wet" adhesive. You must give it time for the bonds to properly form before exposing your freshly applied extensions. If you mist, try to do it at the end. If you wash the extensions at the end of an appointment, try to do it 5 minutes after using a bonder.

