

A hand wearing a black nitrile glove is shown holding a white spray bottle. The bottle has a white foam cap on top. The background is a plain, light-colored wall. The text is overlaid on the left side of the image.

# **THE IMPORTANCE OF PROPER AFTERCARE**

# 1. HYGIENE

Clean lashes are essential to prevent infections and maintain eye health. Proper aftercare involves regular cleansing to remove debris, makeup, and oil buildup from the lashes. This reduces the risk of bacteria growth, inflammation, and potential eye infections, Yikes. so make sure you are EDUCATING your clients and not just recommending they cleanse their lashes.

# 2. LASH HEALTH

Taking care of your lash extensions also means taking care of your natural lashes. Good aftercare practices promote the health and strength of your natural lashes. It involves gentle cleansing, avoiding excessive pulling or rubbing, and using lash-friendly products. This helps prevent damage and breakage to your natural lashes, allowing them to grow and regenerate properly.



# 3. RETENTION

Proper aftercare helps to extend the lifespan of your clients lash extensions. The adhesive bond remains strong and the lashes stay in place for a longer period. Neglecting aftercare practices can result in premature lash shedding, bad retention and thats when you get the "hey girl, so my lashes keep falling out..." texts, No one wants those. Help them, help you! \*wink\*

# 4. APPEARANCE

Appearance: Aftercare directly affects the appearance of your lash extensions. Following the recommended guidelines helps to keep the lashes looking fluffy, voluminous, and well-maintained. Regular brushing and grooming prevent tangling and maintain the desired lash shape. It ensures that your lashes always look their best.



# 5. COMFORT

By practicing good aftercare, you can minimize discomfort or irritation associated with lash extensions. Keeping the lashes clean and free from debris reduces the chances of eye irritation or allergic reactions. Proper aftercare practices promote comfort and a pleasant experience throughout the duration of wearing lash extensions.

# 6. THEY'LL TRUST

## YOU

By offering aftercare products, you create a complete service package for your clients. They appreciate the convenience of getting everything they need for lash maintenance directly from you, saving them time and effort searching for products elsewhere. This builds loyalty, as clients are more likely to return to a business that provides comprehensive solutions and exceptional customer service.

# 7. ADDITIONAL REVENUE

Selling aftercare products can be a valuable source of additional revenue for your lash business. It helps diversify your income streams and contributes to the overall financial stability and growth of your business.

**Remember, lash extension aftercare is a partnership between you as the lash artist and your clients. By educating them about following the recommended aftercare guidelines, you help contribute to the longevity and overall appearance of your lash artistry, ensuring that they can enjoy beautiful lashes for an extended period. Happy clients are returning clients.**



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**BEAUTY FX & LASH**