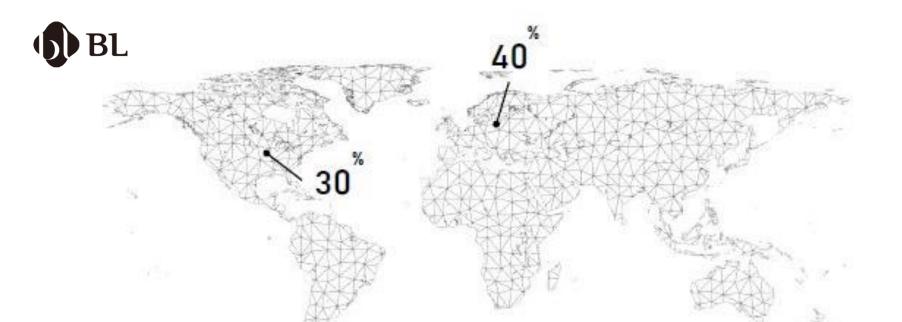
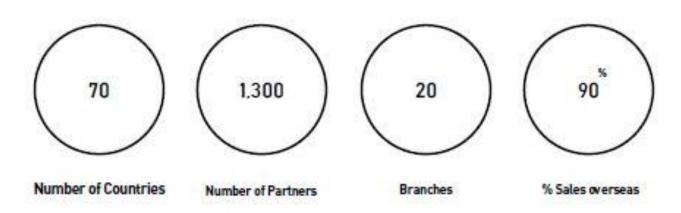
# **Eyelash Extension**

**BL ACADEMY** 

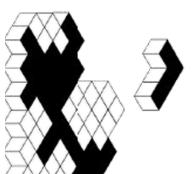




### BL Lash reaches out to 1,300 partners in over 70 countries.

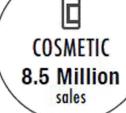
















### BL Lash Global Partner (Exclusive and Branches)

Poland Secret Lashes

Netherlands Wishlashes

Denmark Lash Bar Group

Norway Norliner Scandinavia AS

Switzerland Onyx Lashes Gmbh

Cyprus Be Snob

Romania Beauty Art Center

Mexico Doksumex

Indonesia Onnie Studio

Singapore Lash Institute Singpore





#### **BL Lash Global Conference**

Cosmoprof Las Vegas US

IBS New York US

Cosmoprof Bologna Italy

Beauty World Middle East Dubai

Tokyo Beauty World Japan Japan

Shanghai Beauty Expo China

Guangzhou GIBE China

Cosmoprof Hong Kong Hong Kong

INTERCHAM Russia

EBS Mexico

Beauty Faire Brazil

Cosmo Beauty Seoul Korea

Seoul International Beauty Expo Korea



### 2018 STRENGTHEN THE EDUCATION ACADEMY



























#### BL 아카데미 교육 원장

#### BL 아카데미 인증강사진



#### 고지영 🔅 **Education Instructor**

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- BL ACADEMY 정규 교육 강사
- 본사 정규 세미나 강사
- 클래식 속눈썹 연장 세미나 강사
- 러시안 볼륨 세미나 강사
- 살롱 매니지먼트 세미나 강사
- 속눈썹 각도 교정 강사
- 특수컬 속눈썹 세미나 강사





마리꼬 스미요시 Mariko Sumiyoshi



주식회사 AG 일본 법인대표 / BL 아카데미 총괄 원장

- •일본 현지 다수 살롱 경영, 서포트 컨설턴트 미용사업 운영
- •일본 미용학교에서 미용 기초 수료
- •일본최초 「일본속눈썹연장협회」, 「일본아이리스트협회」의 더블1급 자격 취득
- •네일&속눈썹연장 프로육성스쿨 Bb BEAUTY SCHOOL 개강
- •아이디자이너 BST 위생 관리사 자격 취득





스안팅 Shih AnTing



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- 2014/2015 상해미용박람회 BL속눈썹연장 현장시연 강사
- •코스모푸르프 아시아 2014, 광저우 미용박람회 2015, 상해미용박람회 2016
- 한국제4회 K-Beauty글로벌대회, 국제속눈썹연장부 국회의원상, 속눈썹디자인 우수상 수상
- 중국 CETTIC속눈썹기술관리사자격증 취득
- •중국미용이발협회 이사





























Erina Sogo

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Annabelle Soo

Cornelia Medina

Anja De Klein





Rikke Steenskov











사토 미키

본부 인증 예류 케이 터 B.Brow 인증 예류 케이 터 중부 지방 담당



나카 츠카사 사토코 SATOKO NAKATSUKASA MARIKO MARUYAMA

B.Brow 인종 에듀 케이 터 관용 지방 담당 통복 지방 담당

인증 에듀 케이 터



인증 에듀 케이 터

KTYOMI ITO

인증 애듀 케이 터

관용 지방 담당



들판 유키코 YUKTKO NOHARA 인증 에듀 케이 터 시코루 지방 담탕



RUMIE FLITTINO 본부 인증 예류 케이 터 B.Brow 인증 예류 케이 터 일본 당당



카토 아츠코 인증 에듀 케이 터 큐슈 지방 달랑



遊口 아키코 인종 에듀 케이 터 중국 지역 달랑



야마모토 마나 堀添 호나미 인증 에듀 케이 터 B.Brow 인증 에듀 케이 터 인증 에듀 케이 터 B.Brow 인증 에듀 케이 터





마쓰시타 禁奈世

인증 에듀 케이 터

큐슈 지방 달랑



桶谷 미하 본부 인증 에듀 케이 타 B.Brow 인증 에듀 케이 터 로쿠리우 지방 담당



KAORI TONE 인증 에듀 케이 터 중국 지역 답장



인증 에듀 케이 터



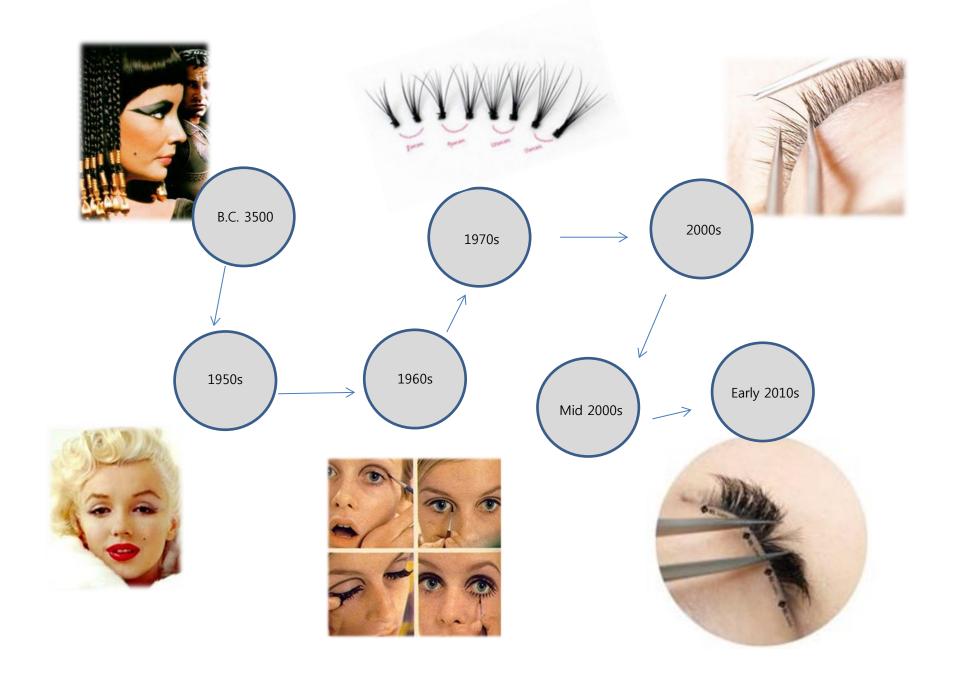
YURIKO SAKANE





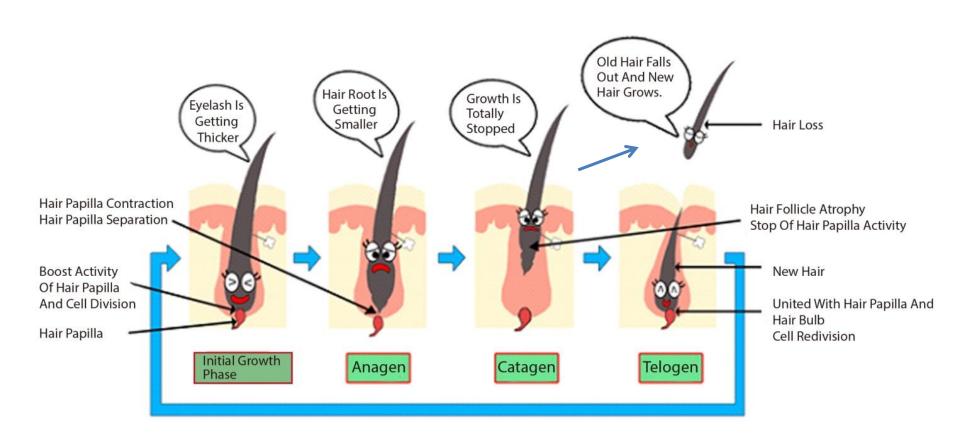
B.Brow 인증 애듀 케이 터 B.Brow 인증 애듀 케이 터 B.Brow 인증 애듀 케이 터





# The hair cycle of eyelashes

Eyelash has a hair cycle which consist of four phases: sprout - grow - stop grow- fall out.



# **About Eyelash Hair Cycle**

#### **Initial Growth Phase**

The phase where the growth starts in the skin. Lashes are thin, weak, and lacks resilience at this stage. From this point onward, it will rapidly grow thicker and longer. It is a phase in which the attachment of synthetic lashes should be avoided since it will prevent the growth of the eyelashes.

#### Anagen(Growth) Phase (80~95% of eyelashes)

A phase where the lashes continues to further grow thicker and longer after getting out to the surface of the skin after the initial growth phase. Resilience starts to show during this phase as well. However, attaching synthetic lashes during this phase where the eyelashes are still short may result in the design of eyelashes changing in two or three weeks. Therefore, synthetic lashes need to be carefully attached during this phase.

#### Catagen(Transition) Phase (1~5% of eyelashes)

TThe phase where the growth of eyelashes stops. It is believed that the optimum phase to attach synthetic lashes are from the end of Anagen to the beginning of Catagen.

#### **Telogen(Resting) Phase (10% of eyelashes)**

A preparatory phase that is from the eyelash falls out and until a new one begins to grow. Attaching synthetic lashes to the eyelashes during this phase should be avoided since there will not be much durability and synthetic lashes will come off quickly.

# **Characteristics of Eyelash**

- -Hair grows daily and the growth rate differs from location. Gender, age, season, health status, nutrition status, incretion, and environment can affect the characteristics of hair growth.
- -Woman's lashes grow faster than man's and grow faster in spring and summer than fall and winter. Also the growth rate increases during 10PM~2AM and this exactly matches the peak secretion time of the growth hormones. Sufficient nutrition and rest during this time can maximize eyelash regeneration and growth.
- -The number of hair cells is affected by both genetic background and nutrition and environment.
- -The life span of a eyelash is approximately 3~4 months. It retains a cycle of 1~1.5 months after full growth and repeats this cycle. By this independent periodic cycle, the consistent number of lashes can be maintained.
- The length of eyelash is in average 5~12mm but may vary among person. The number of upper eyelash is 100~180 and lower eyelash counts half of that amount.
- About 5 Eyelashes naturally fall off per day and grows 0.07~0.15mm.

# BL 래쉬

BL EXTENSION LASHES



# The material of synthetic eyelashes

### Poly Butylene Terephthalate(PBT).

Usually we call it mink, silk, sable, and etc, but basically synthetic lashes for eyelash extension are made of PBT which is sometimes called 'shape-memory-fiber'. It memorizes the form, and does not transform for a long time once it makes the shape. It also has high resistance against heat and chemicals. It would be processed with heat to make the curl.

**BL LASH** eyelashes are handmade with Korean PBT fiber materials. The extensions are light and flexible with a fine sheen. The curl and length of the lashes are produced in line with our independent research and scientific results. A wide choice of curls and bright colors allow you to create unique attractive eyelashes and that of eyelash extension with multiple fans gives a more voluminous look.

# Material for synthetic hair

### Synthetic hair. (PVC, PET, PBT etc)

#### - Mink lashes

: A bit heavier than silk lashes, but mostly used false lashes for the eyelash extension.

#### - Silk lashes

: Not the real silk, however as it has been tapered longer, it is softer and lighter and has fine sheen than mink lashes as well.

#### - Flat lashes

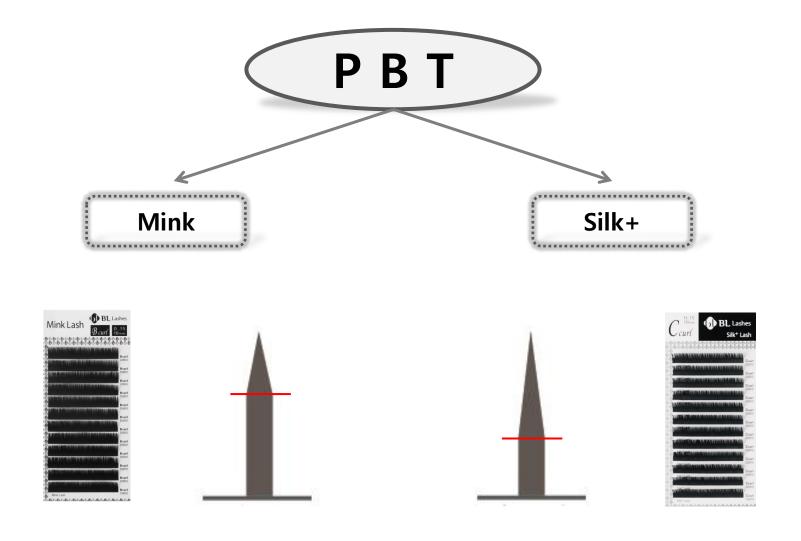
: As extension lashes made of flattened PBT threads, it is lighter and smoother than mink lashes and silk lashes with the same thickness and has longer retention due to its wide adhesion area.

#### Natural lashes(Human hair, real mink hair etc)

Looks more natural than synthetic lashes, and due to its cuticle and light weight, it lasts longer. Curl and thickness is a bit unstable than synthetic lashes, however it has many benefits as well.



# Difference between mink and silk



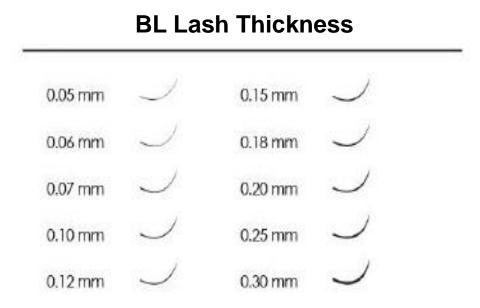
# Silk + Lash

Like mink lashes, silk lashes are made with a substance called Polybutylene terephthalate (PBT). However, the main difference between the two is not their material, but their shape, finish, and weight. Silk Lashes are thinner at the tip and grow thicker towards the bottom. This helps the eyelash look fuller yet more natural.

- -More tapered area than the Mink lash
- -Full and natural look

### **Thickness**

BL Lash has various thickness from 0.03mm to 0.30mm. Since human lashes are from about 0.05mm to 0.10mm, synthetic lashes with 0.10mm or 0.15mm in thickness is used to create natural-looking eyelashes. The thicker the synthetic lashes, the harder they are, and therefore it cannot avoid the stress from physical force. Furthermore, such thickness is prone to add burden on the joint section of the glue and makes the extension more likely to last shorter. Thickness of synthetic lashes should be selected in relation to the thickness of the customer's natural eyelashes and its health status.



# Length

BL Lash has various length from 3mm to 20mm. The mainstream size is between 8 to 12mm. Among this size range, 9 to 11mm length synthetic lashes are most commonly used.

As the synthetic lashes get longer, they are more prone to be exposed to physical shock, as a result, it decreases the persistency. If the lash's curl is stronger than the other, it looks shorter even if they are the same length. Therefore, the length should be selected in consideration of this. The Preference of the length can be differentiated by countries and individuals. Thus, the length should be selected depending on the eye shapes of clients, their preferred designs, and their tendencies..

5 mm 12 mm
6 mm 13 mm
7 mm 14 mm
8 mm 15 mm
9 mm 16 mm
10 mm
17 mm
18 mm
18 mm

### Curl

The curl should not be selected solely by their designs, but should be selected in relation to the shapes of the customers' eyes and their tendencies.

# Different Curl, Different Expression

#### I Curl





A natural curl like your own eyelashes extended

#### J Curl





A natural curl that follows the angle of your own eyelashes

#### B Curl





A natural and softly uplifting curl for horizontally angled eyelashes

#### C Curl





A high class uplifting curl that naturally uplifts downwards sloping evelashes

#### D Curl





A high class uplifting curl for downwards sloping eyelashes and make the eyes emphasized and doll-like.

#### U Curl





A high class uplifting curl for that even more strongly uplifts downwards sloping eyelashes and make the eyes emphasized and doll-like.

EZ curl

#### M Curl





A refined, classy uplifiting curl eyelashes for people with thin eyelids.

#### L Curl





A high class upwards curl for people with thick eyelids.

#### L-Plus Curl





Compared to the L-curl this curl is even more upwards sloping. Recommended for people with thick eyelids.

#### **B.Brow Curl**





EZ-J Curl





#### EZ-B Curl





#### EZ-C Curl



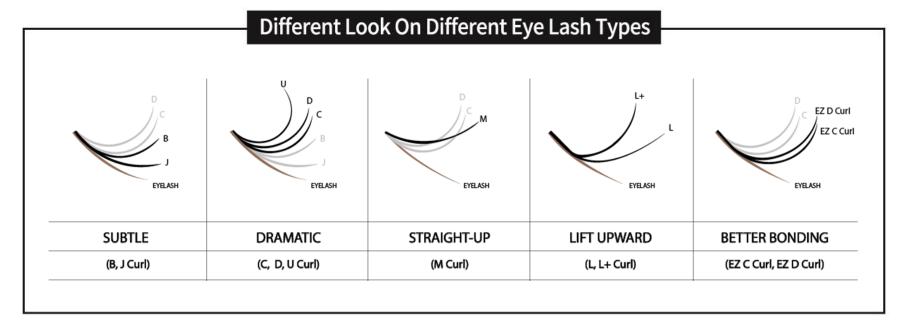


#### **EZ-D Curl**





### Curl

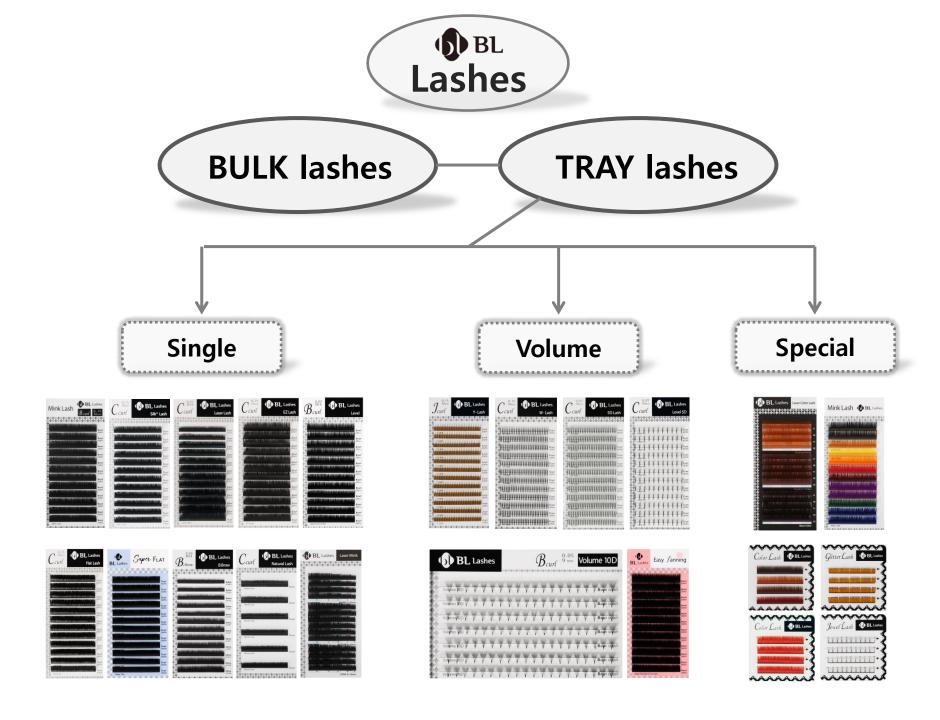


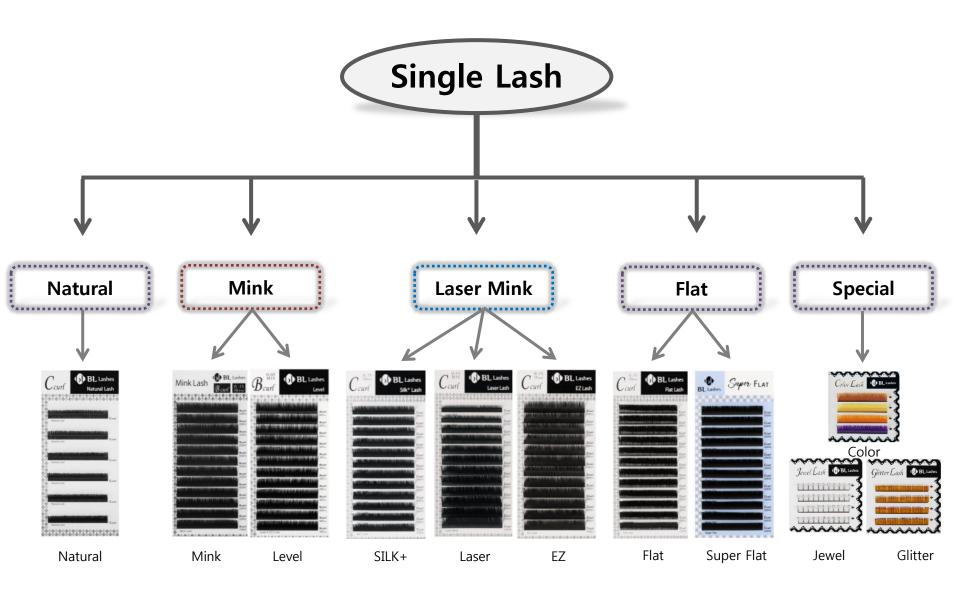
### 컬의 강도

(Weak) B.BROW  $\rightarrow$  I  $\rightarrow$  J  $\rightarrow$  B  $\rightarrow$  C  $\rightarrow$  D  $\rightarrow$  U (Strong)

#### Tip

If the synthetic hair curl is too strong compared to the curl of the customer's natural eyelashes, the adherent surface will decrease, leading to the decline in durability. Furthermore, the most common cause of the synthetic hair coming off is extensions surfacing from the roots.



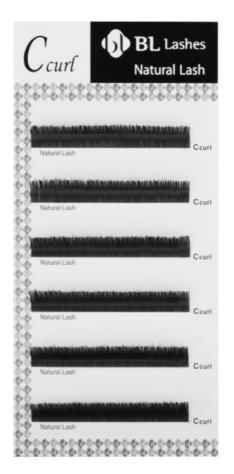


# Natural Lash

Natural Lash (real mink) stands out in quality. Because Natural mink lash is 100% real fur, it provides a pure shine and it is super lightweight and flexible to the surrounding temperature and humidity. Thanks to the natural cuticle layers that hold the glue, Natural lash prevents the glue from forming a droplet at the root of the extension and is suitable with any types of glue regardless of viscosity.

- -Highly flexible in surrounding temperature/humidity
- -Suitable with any glue regardless of viscosity
- -100% natural mink fur







Curl: J, B, C, D

Length:  $7 \sim 14$ mm,  $mix(7 \sim 14$ mm)



BL laser lash Lasts 1.5 Times Longer! Customer Satisfaction Up!

# **BL LASER MINK LASH**

#### Laser Processed Lash

# LONGER LASTING

# **EXPRESS EXTENSIONS**

Your Lashes stay longer

Lash Extension takes shorter time

- **Extended Lash Lasts Longer!**Bigger bonding area! Lasts 1.5times longer!
- 2 Shorter Procedure Time!
  Anyone can just stop by and get your lash extended!
- 3 Extra Natural And Light!
  Extended lash looks very smooth and natural!





# Point 1

#### WORLD'S FIRST LASER PROCESSED LASH

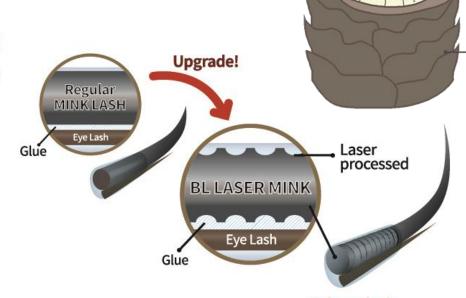
Laser processed lash prevents glue to become lumpy. Also, Laser processed micro indention enables lash to stick to human cuticle better and lasts longer!



Mink Lash



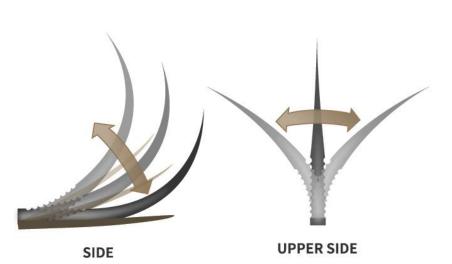
**BL Laser Mink Lash** 



BL laser lash Lasts 1.5 Times Longer! Customer Satisfaction Up!

# LASER LASH

### Point 2



# LASER PROCESSED LASH MAKES YOUR EYELASH LOOK MORE NATURAL AND SMOOTH!

Laser processed lash has micro indention at the root that improves flexibility of the lash and sticks to your eyelash more smoothly and looks more natural!





Before After [Laser Mink M Curl]

### Point 3

### Laser Processing Increases surface adhesion!

### Decreases twisting and reduces time



Normal lash twists easily due to its slick feature on the surface, But BL laser mink has micro indention on its root that prevents twisting and increases adhesion strength. The procedure time can be decreased and even beginners can work on it very easily due to laser processing.

# FLAT LASH

Curl: J, B, C, D

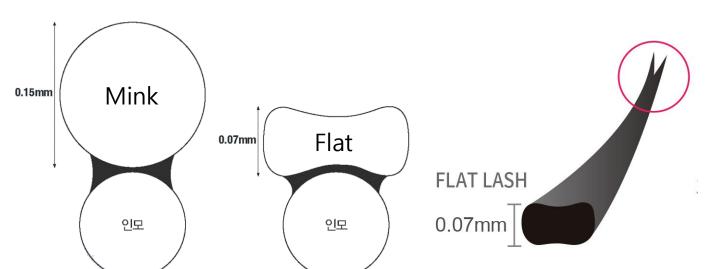
Thickness: 0.15 0.20

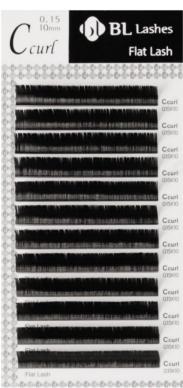
Length:  $7 \sim 14$ mm, mix $(7 \sim 14)$ 

Flat lash with pressed yarn -> **Improved adhesion and** retention

**Voluminous** -> split of each lash delivers an instant double volume effect

**Light** – 60% lighter than regular Mink Lash





# FLAT LASH







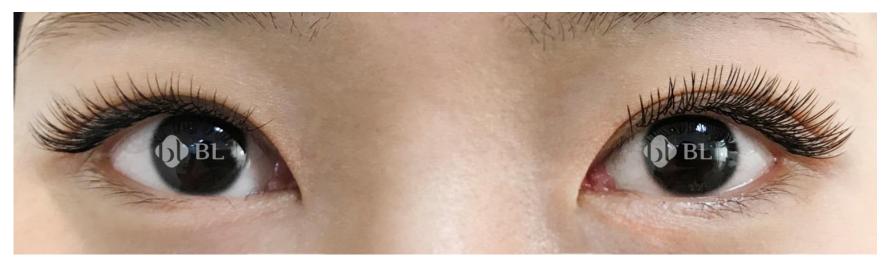


# FLAT LASH



Mink 0.15mm 70 lashes

Flat 0.15mm 70 lashes



Super Flat 70 lashes

Flat 70 lashes





**CURL** J,B,C,D

THICKNESS 0.15/0.2mm

**LENGTH** 8~15mm

Mix 7~14mm

# SUPER FLAT LASH

Curl: J, B, C, D

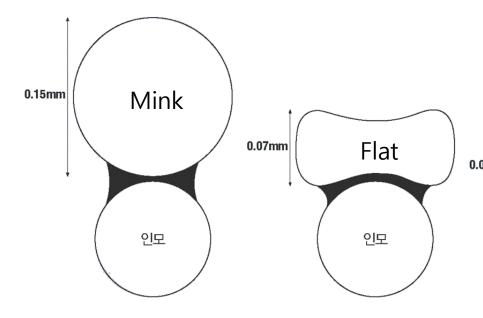
Thickness: 0.15 0.20

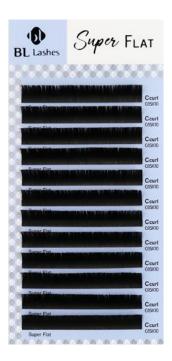
Length:  $8 \sim 14$ mm,  $mix(7 \sim 14)$ 

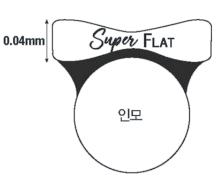
**Upgrade from regular Flat Lashes!** 

Thinner, softer and Richer!

**Matt Flat Lash** 







# SUPER FLAT LASH



# SUPER FLAT LASH



B-Curl / 0.20mm / 9~11mm / 90 lashes

# SUPER FLAT LASH



0.20mm / 90 lashes / Diu



After 31 days



After 21 days

## SUPER FLAT LASH

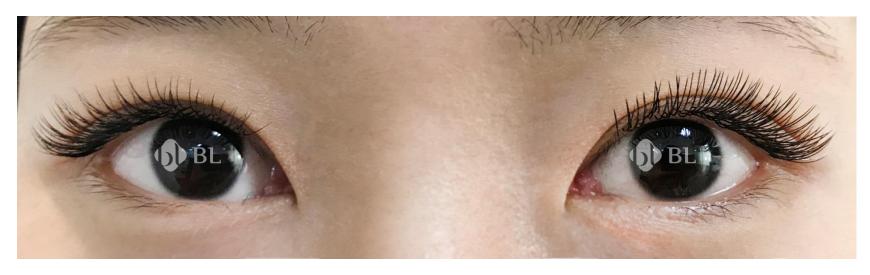








# SUPER FLAT LASH



Super Flat 70 lashes

Flat 70 lashes



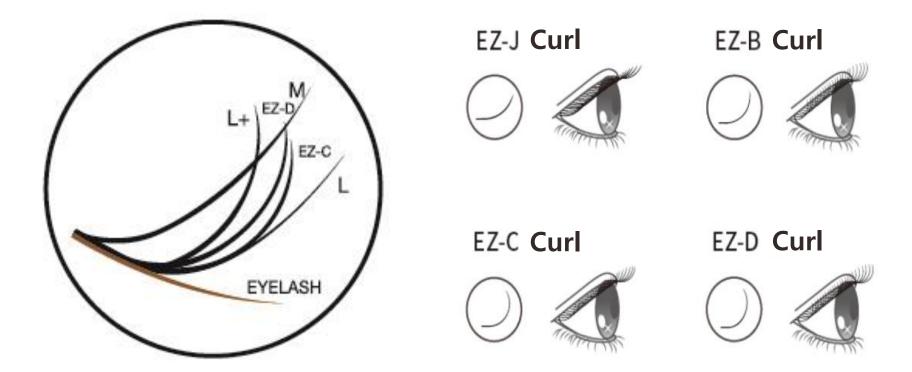
Mink 70 lashes

Flat 70 lashes

#### **EZ CURL**

The base curl of EZ Lash is straighter than the normal extension lashes, and as a result, EZ lash provides more sticking area for extension and allows a much easier extension experience for the lash artists.

- -Straighter base curl, greater surface area for adhesion
- -Easier and faster extension



## **Special Curl**

It is the curl developed by BL for the first time in the world to produce design for various eyes.

It is designed to be suitable for eyes such as single eyelids, thick swollen eyelids, and downward eyelashes and the demand is growing.

It is a special curl that can enhance customer's satisfaction with various manuals.

#### U Curl





A high class uplifting curl for that even more strongly uplifts downwards sloping eyelashes and make the eyes emphasized and doll-like.

#### M Curl





A refined, classy uplifiting curl eyelashes for people with thin eyelids.

#### L Curl





A high class upwards curl for people with thick eyelids.

#### L-Plus Curl





Compared to the L-curl this curl is even more upwards sloping. Recommended for people with thick eyelids.

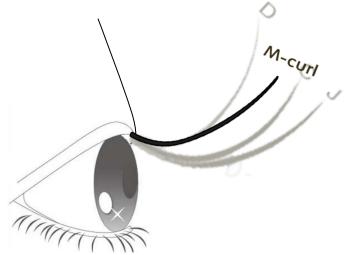
#### M-Curl

Thickness: 0.10, 0.15, 0.20 mm

Length: 7~ 14mm, mix(7~10mm, 11~14mm)

- ✓ Lash which forms an almost straight shape as the curl is raised sharply from the hair root!
- ✓ The effect of looking longer than the same length of other curls!
- ✓ Laser process improves the adhesion of human lashes and extension lashes.
- ✓ Customers with no double eyelids or inner double eyelids
   ( Suitable for customers with fat-free upper eyelid )
- ✓ Suitable for customers with downward eyelashes
- ✓ Creating clearer eye shapes as it doesn't block the view

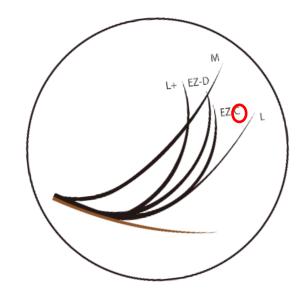




#### L-Curl

Thickness: 0.10, 0.15, 0.20, 0.25 mm Length: 7~ 15mm, mix (7~14mm)

- ✓ Customers with a lot of eyelid fat
- ✓ Customers with drooping eyelids due to their ages
- ✓ Customers with deep eyes
- ✓ Good persistency due to wide adhesion area
- ✓ The procedure applied to customers with downward eyelashes may block the view, so it should be applied to customers with horizontal eyelashes or higher





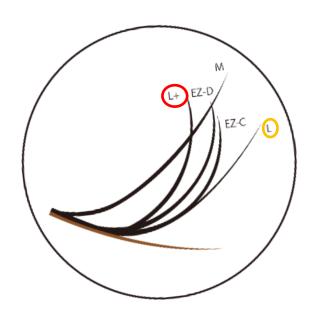




#### **LP-Curl**

Thickness: 0.10, 0.15, 0.20, 0.25 mm Length: 7~ 15mm, mix (7~14mm)

- ✓ Customers with a lot of eyelid fat
- ✓ Customers with drooping eyelids due to their age
- ✓ Customers with deep eyes
- ✓ Good persistency due to wide adhesion area
- ✓ The effect of D, U curl for customers without double eyelids
- ✓ The procedure applied to customers with downward eyelashes may block the view, so it should be applied to customers with horizontal eyelashes or higher





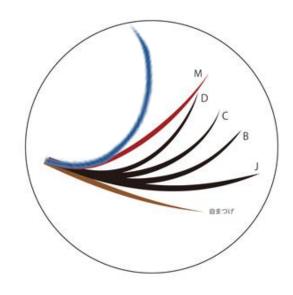




#### **U-Curl**

Thickness: 0.10, 0.15, 0.20 mm Length: 7~ 14mm, mix(7~14mm)

- **✓** Suitable for downward eyelashes
- ✓ Customers who want fancy eye shapes
- ✓ Clear and distinct eye shape
- ✓ Up-style curls like doll eyes



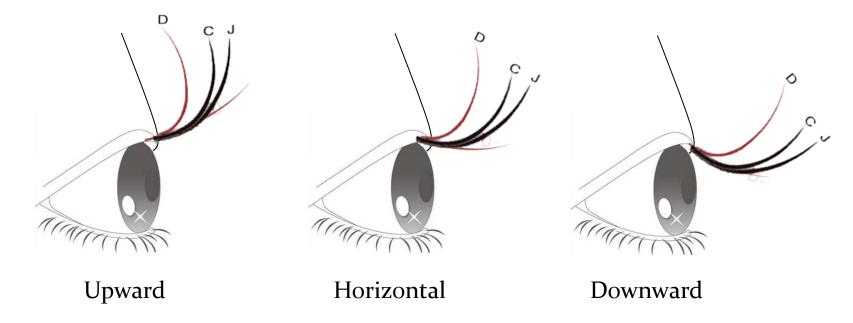




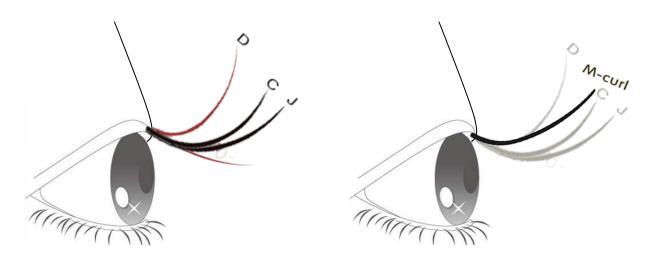
## **Variations of Eyes by Curls**



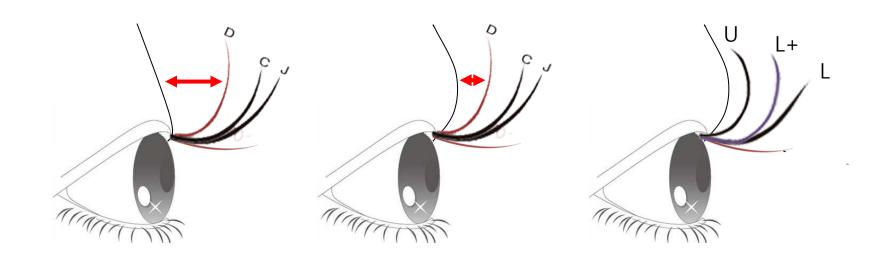
#### Various styles of LASH curl according to model eyelash angle

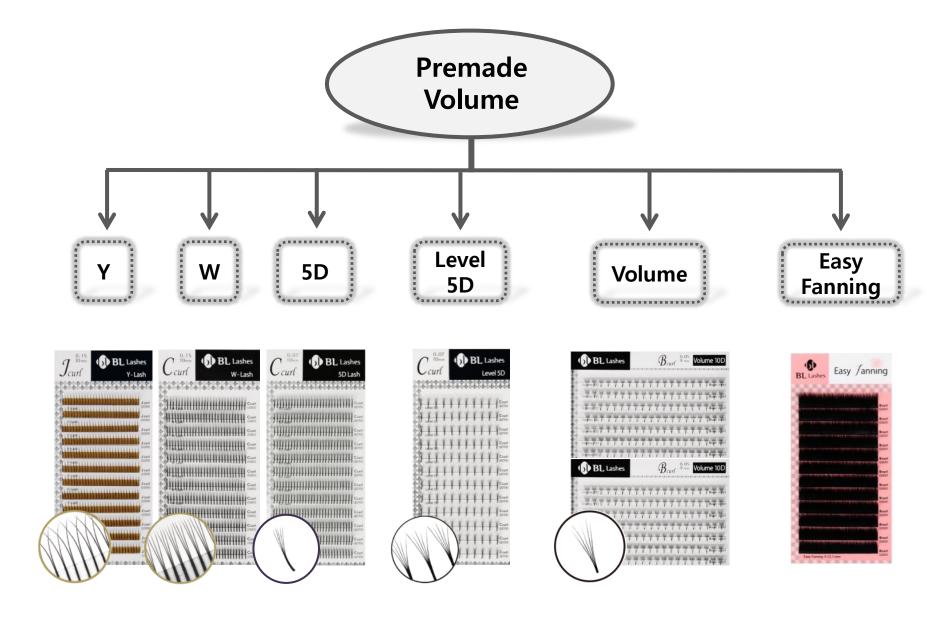


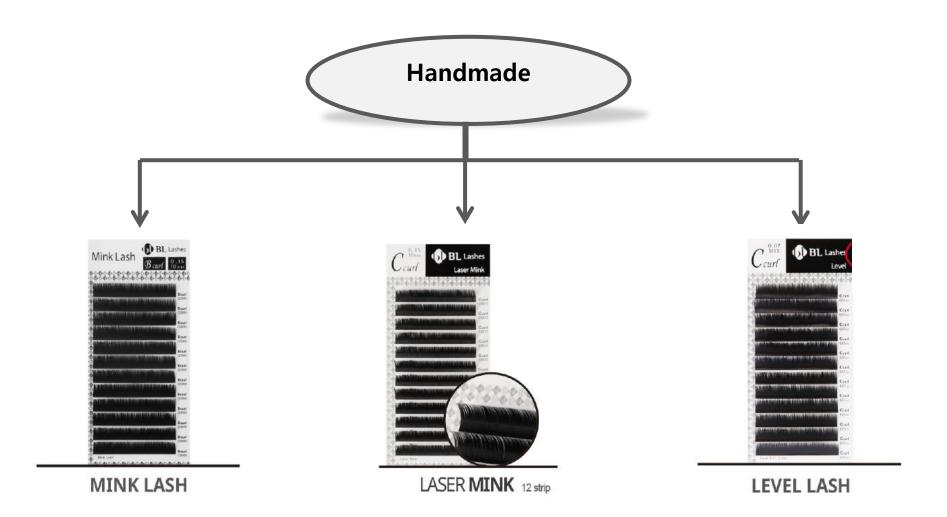
#### M-curl effect depending on eyelash angle(downward)



#### Various styles of curl depending on fat of the upper eyelid









#### Volume Lash - Asia





#### Volume Lash

































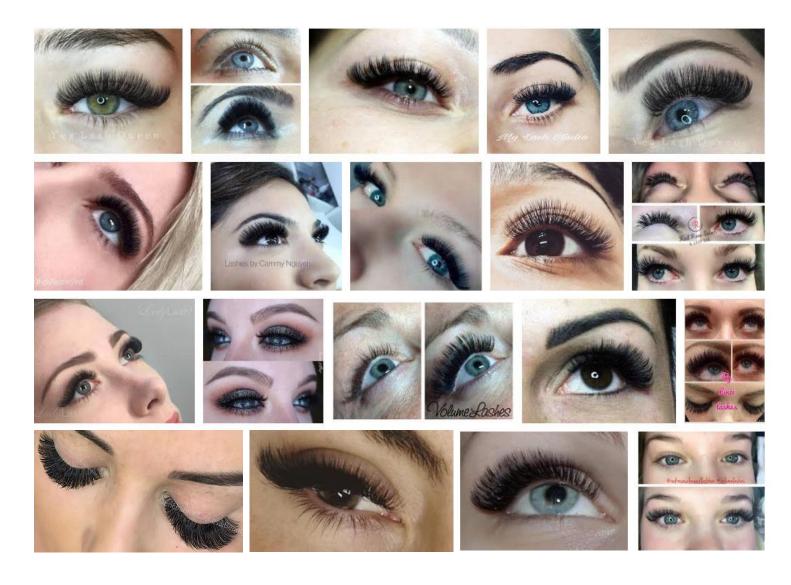








#### Mega Volume Lash





#### **Classic & Russian Volume**

before 1 by 1 2D~5D



#### • Present Salon Trend of Volume Lashes

#### Say Customer

What is Volume extension?

Concerned about excessive look

Concerned about ruining eyelashes

Difficult to find a good salon

## Say Salon

**Concerned of Persistency** 

**Concerned of Design** 

Concerned of applying technology

> Inadequacy of Counseling

# Red Lipstick = Volume Design

Full

Point

MIX

Filler

## **Volume Eyelash Extension**



#### RUSSIAN VOLUME

It takes a considerable amount of time to learn

It takes a lot of time and effort to treat patients

Long treatment time



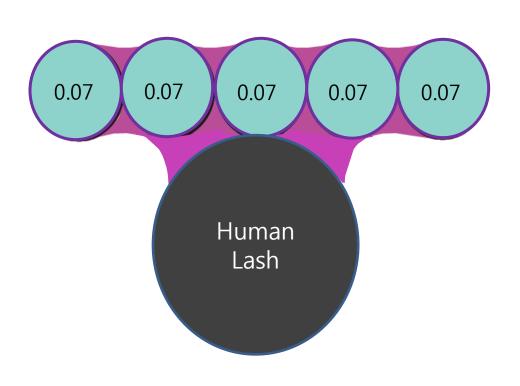
#### **VOLUME EXTENSION**

Quick treatment with no special training required

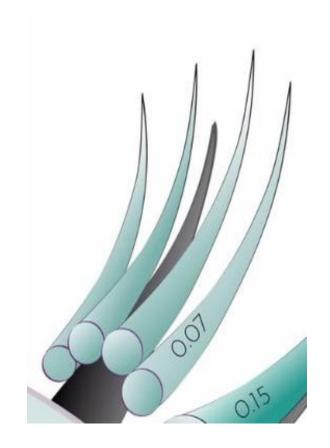
Reduced retention

expensive price

## **Volume Eyelash Extension**

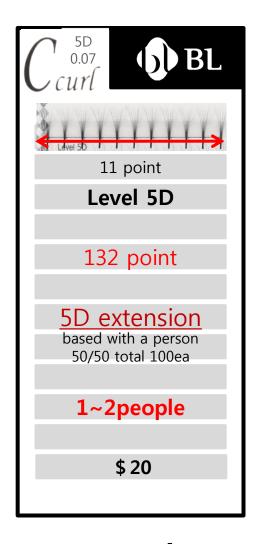


Pre made



Hand made

## **Volume Eyelash Extension**

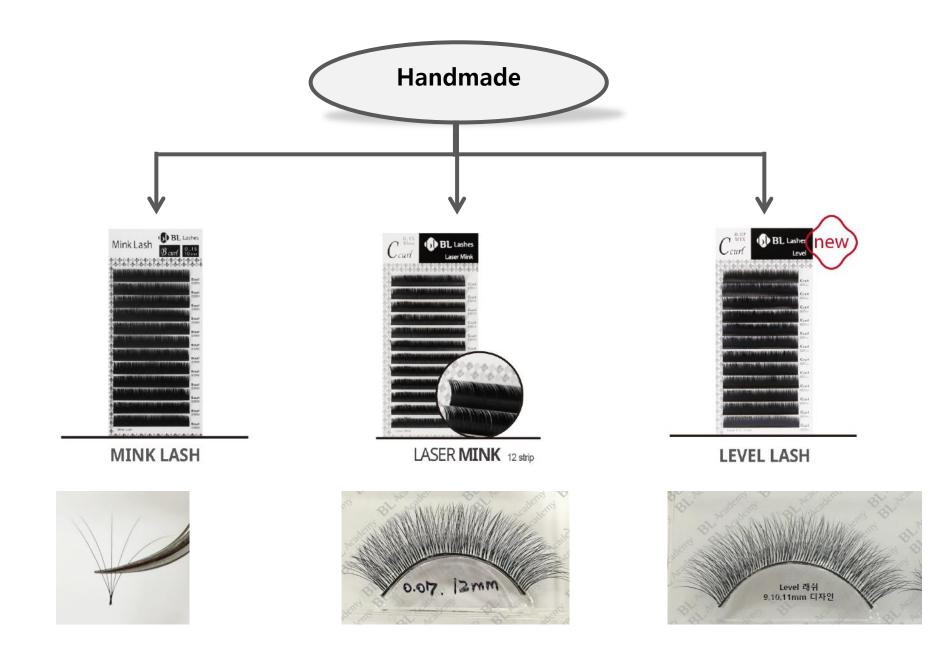






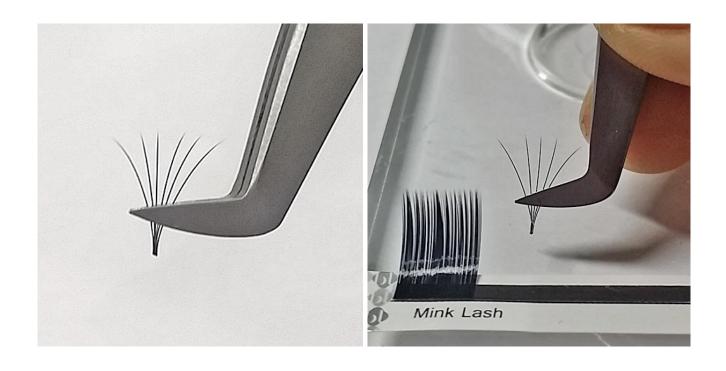
Pre made

Hand made





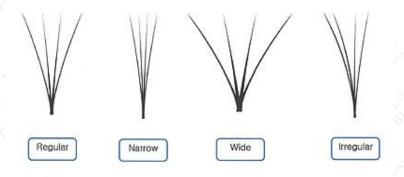
### Russian Volume Fans







## Russian Volume Fans Size





**Distinct Eyelash Extension** 



**Natural Eyelash Extension** 



# - THE DIFFERENCE OF FAN SIZE -







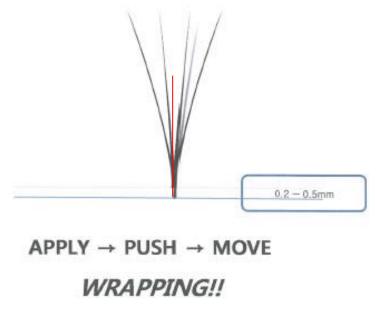


**Number** of strands

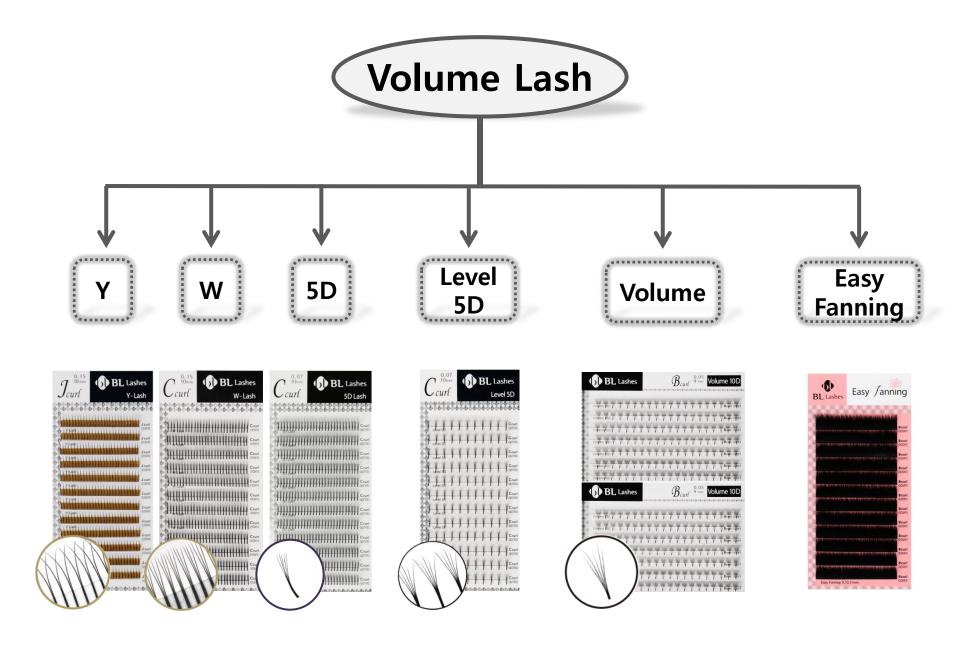
Difference of density



## Russian Volume Fans Wrapping







#### Y - Lash

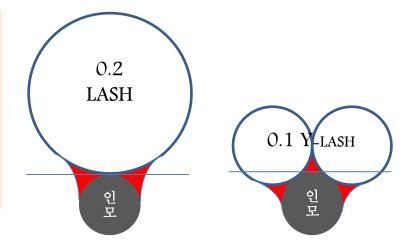
Thickness: 0.07 0.10 0.15 0.20 mm

Curl: J B C D

Length:  $8 \sim 15$ mm,  $Mix(7 \sim 14$  mm)

✓ Divided into two strands from the middle, it produces richer eyelash styles than regular mink lashes!

✓ Two strands attached to one, shortening the treatment time!





#### W - Lash

✓ Divided into three strands from the middle, it produces richer eyelash styles than regular mink lashes!

✓ Three strands attached to one, shortening the treatment time!

✓ Can be mixed with regular one by one lashes when doing classic extension to create a natural point Thickness: 0.07 0.10 0.15 0.20mm

Curl: J B C D

Length:  $8 \sim 15 \text{mm}$ ,  $Mix(7 \sim 14 \text{mm})$ 







#### 5D - Lash

Thickness: 0.07mm Curl: J B C D

Length:  $7 \sim 15 \text{mm}$ ,  $Mix(7 \sim 14 \text{mm})$ 

- ✓ Divided into five strands from the middle, it produces richer eyelash styles!
- ✓ Five strands attached to one, shortening the treatment time!



#### Level 5D - Lash

Thickness: 0.07mm

Curl: B, C

Length:  $9 \sim 13 \text{mm}$ ,  $Mix(7 \sim 14 \text{mm})$ 

- ✓ Divided into five strands from the middle, it produces richer eyelash styles!
- ✓ Five strands attached to one, shortening the treatment time!
- ✓ Producing more natural richness than 5D

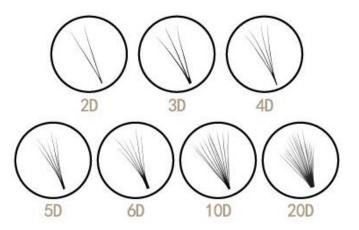


## 5D - Lash / Level 5D - Lash



## **Volume Lash**





## **VOLUME LASH**

BL Volume Lashes are for the novice stylists to do volume extension.

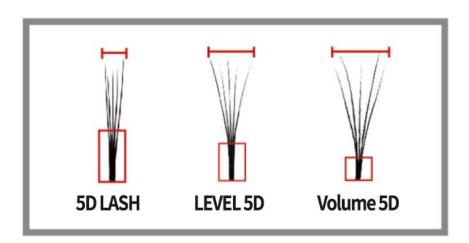
| You can c | hoose | different | flair | types. |
|-----------|-------|-----------|-------|--------|
|-----------|-------|-----------|-------|--------|

| CURL      | J,B,C,D,  |
|-----------|---|
| THICKNESS | 0.07 mm - 2D, 3D, 4D, 5D, 6D<br>0.05mm - 10D, 20D |
| LENGTH    | 9~13 mm   |
| LINE      | 7 line  |



# **VOLUME LASH**

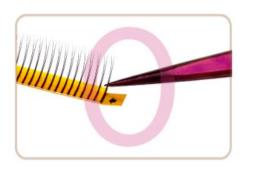
## **PRE-MADE FANS**

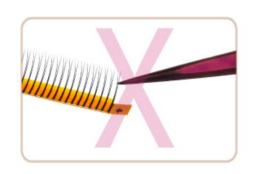


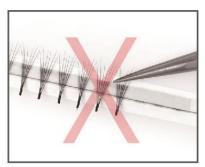
It has different looks, from wide to narrow fans.



#### How to use Volume Lash









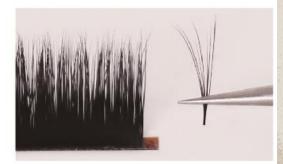
As extension lash is thin, holding the tip may cause bending. Therefore it needs to be held just above the tape (the part where it begins to split)

Do not pull out from the tip.
Pull out from the middle near the tape.



## **Easy Fanning Lash**







#### **Easy Fanning**

#### **Easy Fanning Lash**

Curl J, B, C, D

Thickness 0.05 / 0.07 mm

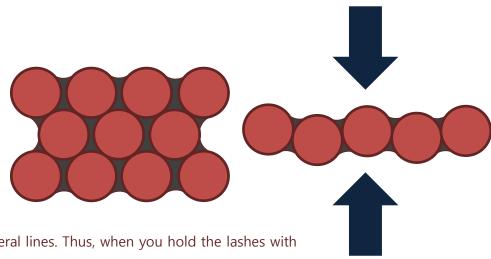
Length 7,8,9 / 8,9,10 / 9,10,11 / 10,11,12 / 11,12,13 mm / Mix 9-13 mm

Line 12 lines

The three lengths are mixed so that beginners can easily create a fan for natural Russian volume without loss of extension lashes. As the fan can be made easily, the treatment time gets shortened

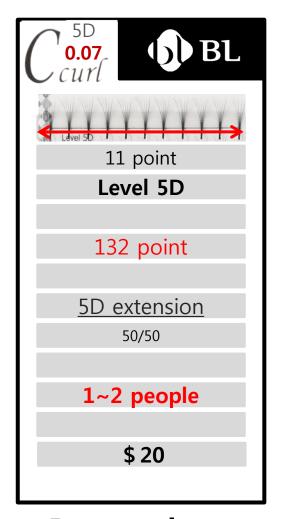


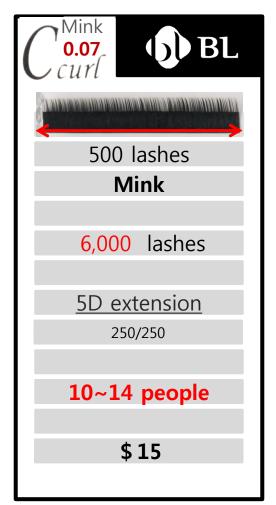
- > Easy and quick learning for beginners
- > Lower price than Pre-made products
- > Mix design possible

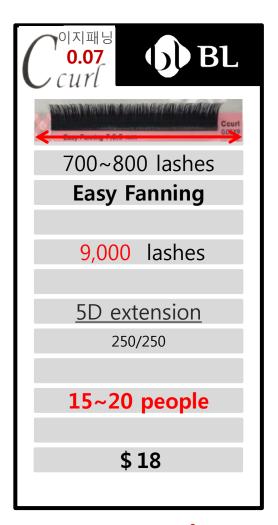


Lashes are arranged in several lines. Thus, when you hold the lashes with the tweezers, they are pressed and opened, creating a fan automatically.









Pre made

Hand made

**Easy Fanning** 





1 by 1 0.15mm 9~11

BL Academy

Easy Fanning
0.07mm 9~11

# Easy Fanning Lash Befor & After

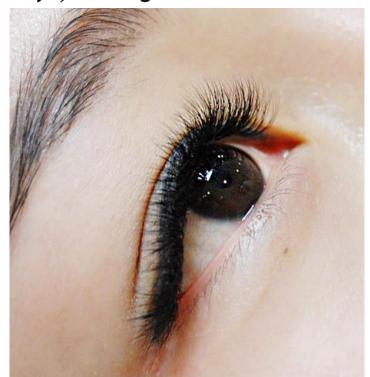








# Easy Fanning Lash





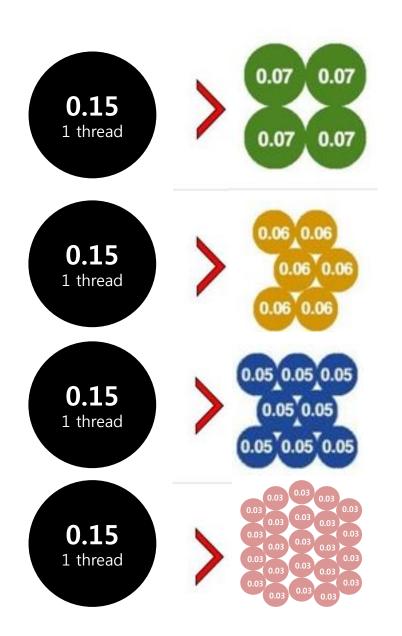


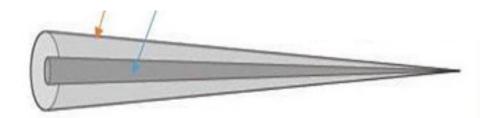


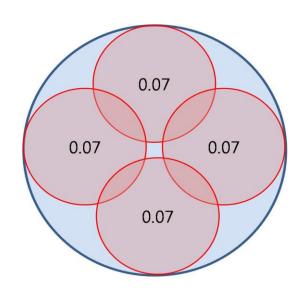


# How long will it last?

## Weight of Lashes







0.15x1 = 0.10x3

0.15x1 > 0.07x4

0.15x1 > 0.06x6

0.15x1 > 0.05x8

0.15x1 > 0.03x23

# Color Lash

This product is point lash to design diversely with various colors and can be extended totally or partially. In consideration of client's makeup, tendency, appearance, and hair, you can provide improved designs different from other salons.





# COLOR MIX

| CURL      | J, B, C, D                       |
|-----------|----------------------------------|
| THICKNESS | 0.15 / 0.2 mm                    |
| LENGTH    | 9~13 mm                          |
| COLOR     | L. Brown, D.Brown-H,<br>D. Brown |
| LINE      | 14 line                          |



#### **RAINBOW** LASH

| CURL      | B, C  |
|-----------|---|
| THICKNESS | 0.15 / 0.2 mm   |
| LENGTH    | 9~13 mm   |
| COLOR     | L. Brown, D.Brown, Yellow, Orange<br>Red, Wine, Purple, Green, Blue |
| LINE      | 12 line   |

# **Color Lash**









#### **COLOR** LASH

| CURL      | J, C   |
|-----------|--|
| THICKNESS | 0.15 mm  |
| LENGTH    | 9~13 mm  |
| COLOR     | Blue, Green, D.Brown,<br>Red, Brown MIX, MIX-A,B |
| LINE      | 4 line   |









# Color Lash











## Jewel Lash & Glitter Lash

These products are for special occasions and applied a little bit to accentuate by mixing with other extension lashes. These special occasions are, for example, parties, photo-shooting, and etc. They are heavier than mink lashes in weight wise and better to extend it at the end of eyes not to feel a sense of irritation.



#### **JEWEL LASH**

|           | _                  |
|-----------|--------------------|
| CURL      | J, C               |
| THICKNESS | 0.15 mm            |
| LENGTH    | 9~13 mm            |
| COLOR     | CRYSTAL<br>(SS5-7) |
| LINE      | 4 line             |







## Jewel Lash & Glitter Lash



#### **GLITTER** LASH

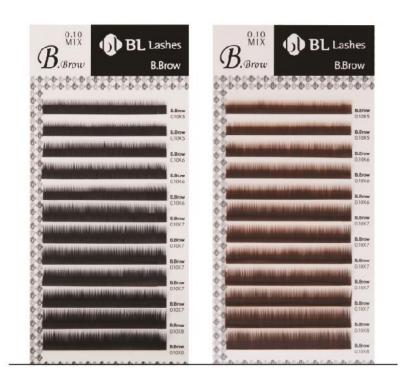
| CURL             | J, C                         |
|------------------|------------------------------|
| THICKNESS        | 0.15 / 0.2 mm                |
| LENGTH           | 9~13 mm MIX                  |
| GLITTER<br>COLOR | Silver, Gold,<br>Red, Purple |
| LINE             | 4 line                       |







# B.Brow



#### **B.BROW**

B.Brow has very similar thickness and length to human eyebrow. So you can create more natural eyebrows especially for those whose brows are thin or who have slight curls.

| CURL      | EYEBROW           |
|-----------|-------------------|
| THICKNESS | 0.10 mm           |
| LENGTH    | 5~8 mm (MIX)      |
| COLOR     | Black, Dark Brown |
| LINE      | 12 line           |



**B.BROW CURL** 







# B.Brow







#### **B.BROW CLEAR GLUE**

B.BROW clear glue is specially selected for eyebrow extension, and it has very low stimulation and low fume. It will last approximately 2 weeks with proper care. The duration of the eyebrow extension differs depending on hair, skin type and other factors.



#### B.BROW PRIMER

B.Brow Primer removes all of the oil or residue from eye make-up. It will help the extended eyebrow to last longer, it is recommended to use before eyelash extension.

15ml



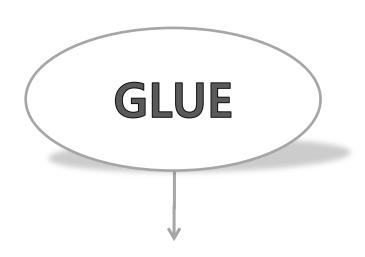
#### **B.BROW REMOVER**

This is a gel-type remover for eyebrow extensions. It will effectively dissolve the adhesive bond, and not damage the natural eyebrows.

15<sub>m</sub>l

# GLUE







## **About product - GLUE**

The purpose of eyelash extension glue is to bond synthetic lashes with eyelashes.

#### **Drying Mechanism of Cyanoacrylate**

Glues we use for eyelash extension refer to a cyanoacrylate-based adhesive. It is the only one component adhesive that can be hardened under the pure environmental condition among various adhesives and is a representative name of the dehumidifying drying type adhesive.

Cyanoacrylate reacts to a slight amount of moisture in the air or on the adhesive surface and hardens instantly. When it is in a container, it is difficult to harden because the surface area in contact with the air is small with respect to the volume of the liquid. However, when it is applied to a material to be adhered, the drying starts as the surface area becomes wider, and therefore it incurs whole parts to be dried gradually. Since glue is always undergoing drying, its function will continue to deteriorate even if it is not used in an unopened condition. We call the duration 'Life Time' from the moment it is manufactured until it can't be used. In order to prolong this 'Life Time', it is important to maintain the temperature and humidity appropriately and be aware of storage methods.

## KC certified glue(Korea Certification mark)

The KC Mark is given to products which are made of harmless materials to human body and have safe standards to maintain its buoyancy and durability.

**KC certified glue**: Its retention period is short as it has weak adhesion. Due to high viscosity, it has to be used at a regular interval of time and needs to be sealed with a packet of desiccant when storing as it is vulnerable to temperature and humidity.

**Non-cert. glue**: It has faster drying time and longer retention period as it has stronger adhesion than KC certified glue. They are under safe limits of skin irritation and carcinogen, but they are usually used for import.

## Examples of ingredients that compose glue

(the main ingredient is generally cyanoacrylate)

<u>Adhesive ingredient</u>: Cyanoacrylate (the main ingredient that is compounded around 80-95% in the glue)

<u>Thickening ingredient</u>: **PMMA and etc** (Acrylic resin that is compounded around 5-10% in the glue)

<u>Coloring ingredient</u>: Carbon black (a slight amount is included to add colors and to strengthen)

X If the main ingredient of the glue isn't cyanoacrylate, you must always check what the main ingredient is.

## **Types of Cyanoacrylate**

#### Ethyl Cyanoacrylate / Cyanoacrylic acid Ethyl

Frequently used for eyelash extension glue. Although it has fast drying time and strong adhesion, its irritation and odor are somewhat strong. It is widely used for various purposes, such as industrial, medical, and general household usages.

#### Butyl cyanoacrylate / Cyanoacrylic acid Butyl

It has low irritation and low odor. Compare to Ethyl Cyanoacrylate, it has slower drying time and slightly lower adhesion. Frequently used for medical adhesive or thickener for cosmetics.

#### Methoxyethyl Cyanoacrylate / Epoxyethyl Cyanoacrylate

It has the least irritation among all the Cyanoacrylates and has no odor. It was developed to improve the issues caused by irritation and odor of ethyl and butyl Cyanoacrylates. Compared to ethyl and methyl Cyanoacrylates, it has slower drying time and slightly weaker adhesion.

Low irritation

Low odor

Degraded sustainability

## Type of glue

There are two major types of glue: 「Hypo-allergenic type」 for beginners who are unskilled or clients who are sensitive to irritation. This 「emphasizes minimizing skin irritation」. Another one is 「Quick dry type」 for experts or people who apply eyelash extension fast. This 「emphasizes quick drying time」. The lower the viscosity of glue, the faster it dries. However, its odor and irritation are getting stronger accordingly as well. Therefore, stylists should select the glue according to their skills and techniques in addition to considering the client's sensitization.

Tip) In most cases, the complaint that is 「Persistency has been decreased」 after the eyelash extension, occurred a lot when a stylist, who is slow at applying extension lashes, uses 「Quick Dry Type」 glue.

## Factors affecting instant adhesives

#### • Temperature

- Amounts of application, thickness of application
- Size of the gap between natural lashes (condition of natural lashes)
- Light intensity and its wavelengths

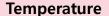
#### Humidity

- Surface condition of natural lashes' bonding area or a level of chemical contamination
- Pressure (pressurization after adhesion)



# Glue





#### (Appropriate temperature: 22 ~ 26 °C)



The viscosity of the glue gets thinner. Deterioration (60 °C above)
Drying time gets shorter



The viscosity of the glue gets thicker. Drying time gets longer.



#### Humidity

#### (Appropriate humidity: 45 ~ 60%)



Efflorescence: a phenomenon that turns the surface of the glue droplets to be bleached. Shortens the drying time and the time of use.

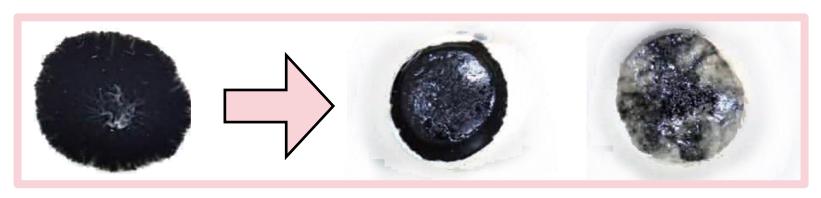


It slows down the drying time and it lengthens the time of actual use.



## **Efflorescence?**

A term used when Cyanoacrylate is dried, it bleaches the attached area or the surrounding area.





#### How to reduce Efflorescence

- 1. Adjust the humidity if it is too high.
  - When it's humid, use a dehumidifier or light a candle to lower the humidity.
- 2. Seal the glue properly when storing.
  - Glues get dried because they react to moisture in the air. Therefore, they must be stored in a sealed zip-lock with a desiccant. (Silica Gel)
  - Do not touch the glue outlet by hand.
- 3. Start using the glue once the primer (pretreatment) has been completely dried.
- 4. Be aware when handling the glue plate film as the sebum or moisture from fingers can be smeared on it.
- 5. Be aware of the customer's tears or any moisture during/after the eyelash extension.
  - When customers shed tears, wipe them right away. Also, it is better to use coated eye patches rather than a regular tape when covering under lashes.
- 6. Do not use any coating sealant or essence at least for 4 hours.
  - It's better to use them 2-3 days after the extension as glues usually take about 24-48 hours to completely dry.



## **HOW TO USE**



please sway side to side at least 20 times before using to mix the contents well.



Squeeze the glue holding glue vertically on a plate.

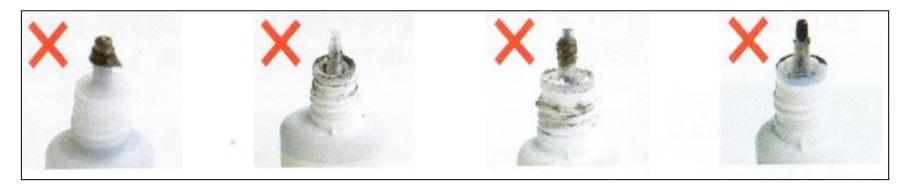


Clean up the nozzle with Thick paper right after using it.



Keep the glue with Desiccant inside the zipper bag.

# Glue









# Glue Tip - How to keep glues

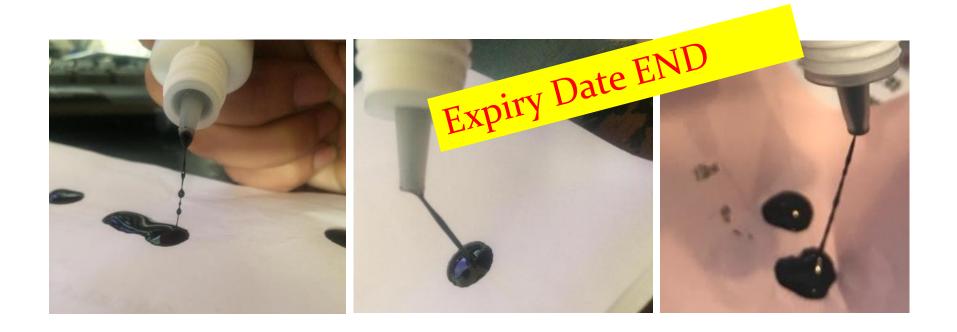


- Please write down purchase date, open date and name of the glue.
- If opened it lasts 3~6 months, when opened it lasts 30 days (temperatures and humidity may affect time)
- Please keep out of direct sunlight and keep it cool and dark room.

Suggested Temperature 22~26 °C Humidity 45~60%

Please keep silica inside the bag with glues.

# Glue



### Precaution on using a glue

- Use a plate which is exclusively made for glue as drying time is slow in cold conditions.
  - (Dip the lash in the middle of a glue droplet since it dries from the outers)
- It is very important to manage the treatment room as the extension glues are reacted to its surroundings.
- Control the amount of glue during the eyelash extension. Be careful of glues not to be reached on the eyes as they trickle down the lashes easily.
- As the customers might be sensitive to chemicals and therefore have an allergy for glue, a thorough counseling is needed before the actual extension process. (For allergy test, put a little bit of glue on the back of their ears or see if they have any allergy reactions after 20-30 minutes from the test eyelash extension. [about 5-6 lashes])
- As the glue bottles are specifically made for glues only, so it should not be moved to anything else such as normal plastic bottles or glass container.
- When storing it in a refrigerator, put them out at room temperature for more than 2 hours before using them. (Unopened glues can be stored in a refrigerator, but it is recommended to use after putting them at room temperature for more than 2 hours. It is always safer to be stored in a cool place where it is avoided direct sunlight such as in a drawer rather than in a refrigerator.)

## 4 Points to reduce the glue irritation

# 1. Put extension eyelashes on human eyelashes about 1mm away from the skin.

Never put extension eyelashes on the eyes' waterline to be beautiful or to lengthen the retention time. Putting extension eyelashes too close to eyelids increases a possibility of glues sticking to eyelids, and putting them too close to the waterline causes inflammation such as <code>Itch</code>, rash, bloodshot, or swelling. Therefore, stylists must always be aware of those actions which increases the possibility of troubles.

In addition, "Glues or extension lashes shouldn't be put on the customer's forehead or around their face. It is because, if the glue is dropped on them, customers might burn themselves from the heat which is occurred from the chemical reaction when glue dries.

### 2. Use the glue appropriately

Never mix the glue together. Never move the content of the glue from its own bottle to another. Every 20 minutes, squeeze a new glue droplet the glue bottle to use at its best. Use a glue plate and a glue plate film. Must be well-informed of how to store and how to use them.

### 3. Check a customer's condition

Even though they don't have allergies to glues normally, there might always be an exception (allergic reaction) if they are sick or tired and therefore their immunity is low.

### 4. Use various types of glues

Stylists should be prepared with at least 2 types of glues which are "Hypo-allergenic glue" and "Quick dry glue". Also, if they are prepared with the knowledge of viscosity, characteristics, and the main ingredients of glues, and with their techniques together, the treatment will be much more effective.

## **Glue Side Effects**

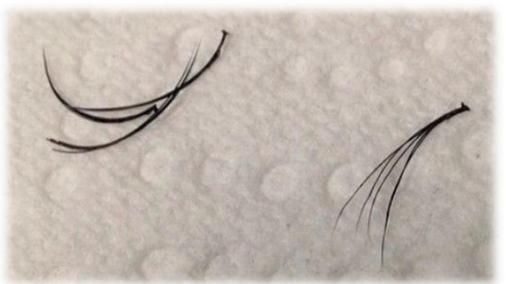


## Side effects caused by incorrect treatment

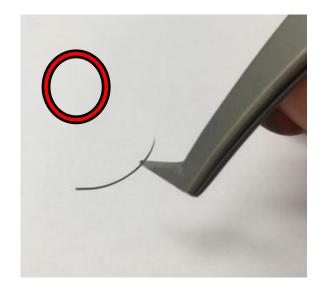


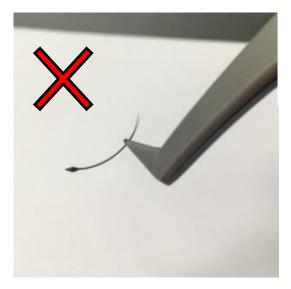


### Treatment on waterline of eyes / Treatment that too much glue used







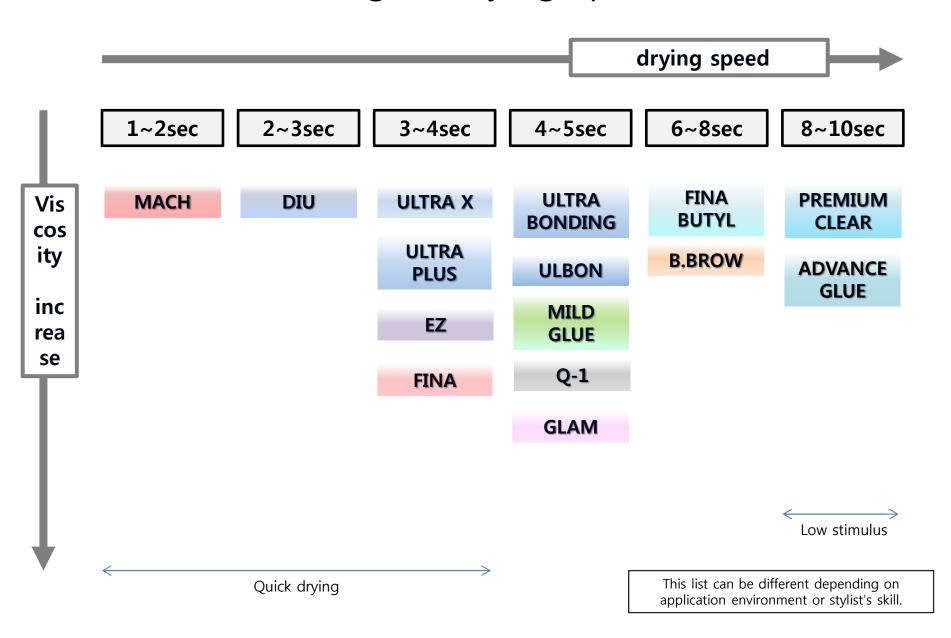


Incorrect eyelash extension that clogged the pores as failed in controlling amount of glue

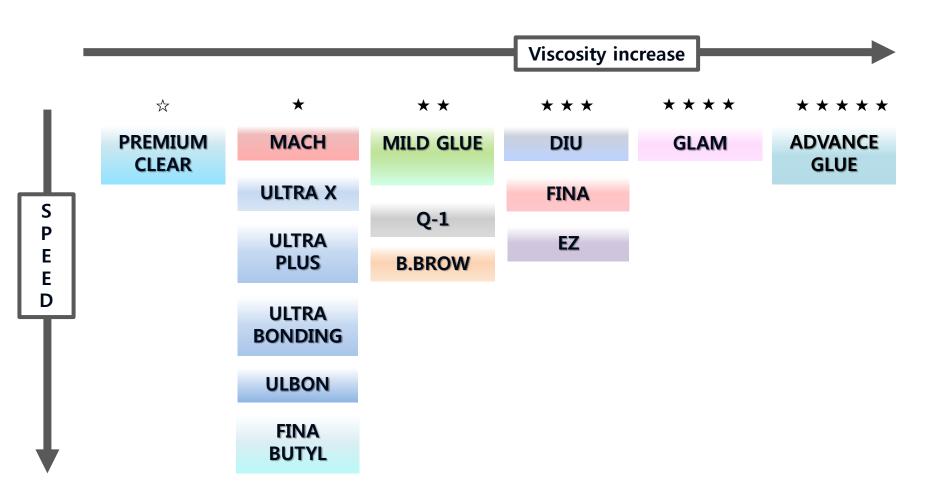
| Drying Time quick        |          |              |         |                 |             |                     |           |  |
|--------------------------|----------|--------------|---------|-----------------|-------------|---------------------|-----------|--|
| GLUE MAP                 |          |              |         |                 |             |                     |           |  |
|                          |          |              | 1^      | 2sec            |             | MACH                |           |  |
|                          |          |              |         |                 |             |                     |           |  |
|                          |          |              | 2^      | 3sec <b>DIU</b> |             |                     |           |  |
| <b>Viscosity</b><br>high |          |              | GLAM 3~ | 4sec FINA       |             | ULTRA X<br>ULTRA +  | -         |  |
|                          |          |              |         |                 |             |                     | Viscosity |  |
|                          |          |              | 4~      | 5sec <b>EZ</b>  | Q-1<br>MILD | ULTRA BONI<br>ULBON |           |  |
|                          |          | B.Brow Clear | 8       | 10sec           |             | FINA BUTY           | L<br>-    |  |
|                          | ADVANCED |              | 10s     | <b>€</b> C ~    |             | PREMIUM CI          | .EAR      |  |
| Drving Time slow         |          |              |         |                 |             |                     |           |  |

**Drying Time** slow

# Division according to drying speed



# Division according to drying speed Viscosity



This list can be different depending on application environment or stylist's skill.

# Mach Glue



■ Adhesion : ★ ★ ★ ★

■ Drying Time :  $\star \star \star \star \star \star 1 \sim 2 \text{ sec}$ 

■ Bonding Life: ★★★★☆

Stimulation : ★★★★★

■ Viscosity : ★

Mach glue has the fastest drying time (1~2 sec) out of all BL glues. Its characteristics are quick drying and low viscosity. Therefore, it has the least interference to attached extension lashes when attaching the lashes and have an excellent adhesion when the surrounding condition is dry.

It is good for Russian Volume as well as it has fast drying time and is recommended to experts as it has short setting time and therefore hard to modify the direction of lashes.

# DIU Glue



■ Adhesion : ★ ★ ★ ★

■ Drying Time :  $\star \star \star \star \star$  2~3 sec

■ Bonding Life: ★★★★★

■ Stimulation : ★★★☆

■ Viscosity : ★ ★ ★

DIU glue has a good sense of security and have a bit of viscosity and therefore retention is remarkable.

It has less odor and irritation compared to its  $2\sim3$  sec of drying time and their actual time of use is quite long.

# GLAM GLUE



■ Adhesion : ★★★★★

■ **Drying Time**:  $\star \star \star \Rightarrow 4 \sim 5$  sec

■ Bonding Life: ★★★★★

■ Stimulation : ★★★★

■ Viscosity : ★ ★ ★ ★

Glam glue is good for 1 by 1 and Handmade Russian Volume extensions. It is good for people who prefer high viscosity as well.

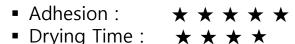
It has an outstanding extension retention as it has high viscosity and is recommended to intermediate level stylists as its drying time is about 4 seconds.

## **Ultra Plus**

Its characteristics are low viscosity, fast drying time of 3~4 seconds, and strong adhesion. It has an exceptional adhesion especially in dry condition.

As having low viscosity and therefore having least interference to attached extension lashes when attaching it, it is good for customers who have lots of lashes.

Out of all Ultra Line glues, instant drying time is the fastest and external stimulus towards weather proof is also good as the surface strength is strong.



■ Bonding Life: ★★★★

• Stimulation :  $\star \star \star \star \Rightarrow$ 

■ Viscosity : ★



3~4sec



### **Ultra X**

Ultra X glue has the strongest adhesion and has the best retention out of all Ultra Line glues.

It has low viscosity and comparatively fast drying time (about 3 seconds) as their irritation has been restrained by compounding the adhesive that is for medical use.

Adhesion: ★★★☆
Drying Time: ★★★
3~4sec

■ Bonding Life: ★★★☆

• Stimulation :  $\star \star \star \star \Rightarrow$ 

■ Viscosity : ★



## **1** ULTRA BONDING

Ultra Bonding glue has low viscosity and has the longest drying time out of all Ultra Line glues. It is a hypo-allergenic type glue as it is reduced the Ethylcyanoacrylate compounds.

Adhesion: ★★★★
Drying Time: ★★★ ☆ 4~5sec

■ Bonding Life: ★ ★ ★■ Stimulation : ★ ★ ★

■ Viscosity : ★





Ulbon glue has low viscosity and therefore has low interference to attached extension lashes. Its cyanoacrylate component compounds are in the middle of Ultra Bonding glue and Ultra X.

It is recommended to customers whose facial type are oily as it gets less damage from oils and moisture and therefore has an excellent persistency.

Adhesion : ★ ★ ★ ☆
 Drying Time : ★ ★ ☆ 4~5sec

Bonding Life: ★ ★ ★ ☆Stimulation : ★ ★ ★ ★

■ Viscosity : ★



## **INA GLUE**

Fina glue has more viscosity than Ultra line glues and it has strong adhesion when attaching it. Its drying time is about 3~4 seconds.

It is a model that has been developed from Q-1 glue which is best-selling all over the world. The extension speed is faster with this glue as it has a good sense of security.

It has been developed to minimize the irritation as well as to improve adhesion and drying time at the same time.

■ Adhesion :  $\star \star \star \star$ 

■ Drying Time : ★★★ 3~4sec

■ Bonding Life: ★★★★★

■ Stimulation : ★ ★ ★

■ Viscosity : ★ ★



### FINA BUTYL GLUE

Fina Butyl glue is compounded with Butyl-Cyanoacrylate which is used for medical use onto Fina glue which was developed to minimize the irritation compared to its drying time.

■ Adhesion : ★★★

■ Drying Time : ★★☆ 6~8sec

■ Bonding Life: ★★★☆■ Stimulation : ★★★

■ Viscosity : ★





EZ glue has a good retention when doing 1 by 1 extension as they have quite some viscosity. It is recommended to intermediate level stylists as the drying time is about 4~5 seconds.

Adhesion :

Drying Time : 3~4sec

Bonding Life:

■ Stimulation : ★★★★

■ Viscosity : ★ ★ ★





### MILD GLUE

Mild glue has obtained Safety Certificate (KC mark) in Republic of Korea.

It minimized the irritation lowering the compound rates of Cyanoacrylate. It is also recommended to customers who have sensitive skin as its irritation is low.

Drying time is about 4~5 seconds which can let you keep your composure in setting time and therefore modifying the direction is easy and famous for practice to beginners and unskilled people.

> Adhesion : Drying Time : 4~5sec

Bonding Life: Stimulation :

Viscosity :



## **Q** - 1

Q-1 glue has a component of elastomer (synthetic rubber) in it and therefore has excellent flexibility and elasticity. It is also strong in oil and moisture or shock.

It can be attached easily on thin and weak eyelashes and is held in high regard as its adhesion is exceptional.

Elastomer (synthetic rubber), unlike Latex (natural rubber), has no protein which reacts to human immune system. Therefore, people who have an allergy reaction to latex can use this glue at ease as well.



■ Drying Time : ★★★ ☆ 4~5sec

■ Bonding Life: ★★★★■ Stimulation : ★★★★

■ Viscosity : ★ ★



## **1** ADVANCE GLUE

Advance glue is hypo-allergenic glue which has high viscosity.

It is good for people who are sensitive as it minimized the irritation by using Alcoxy-cyanoacrylate which is similar structure of Butyl-cyanoacrylate which is used for medical use.

■ Adhesion : ★ ★ ★

■ Drying Time : ★ 10sec~

Bonding Life: ★ ☆Stimulation : ★

■ Viscosity : ★★★★



### PREMIUM CLEAR [투명]

Premium Clear glue is a transparent glue which does not contain any coloring pigment and therefore suitable for color lashes. Of all the hypo-allergenic glues, drying time is relatively fast. (about  $8 \sim 10$  seconds)

It enables the neat treatment because the Efflorescence is not noticeable.

■ Adhesion : ★ ★ ★

■ Drying Time : ★ ☆ 8~10sec

■ Bonding Life: ★ ★ ★■ Stimulation : ★ ★ ★

■ Viscosity : ☆





### B.BROW GLUE [투명]

B.Brow glue is Methoxy based glue that is hypo-allergenic and low Efflorescence and it has low odor.

Due to B.Brow extension characteristics that is adhered to skin, it is made for hypoallergenic and its persistency is about 1~2 weeks.

It is clear and therefore is able to do neat extension

Adhesion : ★ ★ ☆
 Drying Time : ★ ☆ ☆ 6~10sec
 Bonding Life: ★ ☆ 1~2week

■ Stimulation : ☆

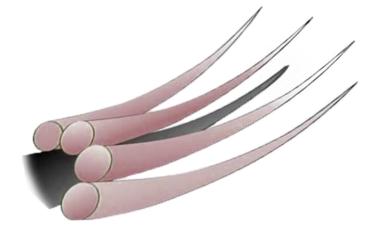
■ Viscosity : ★ ★



## HAND MADE

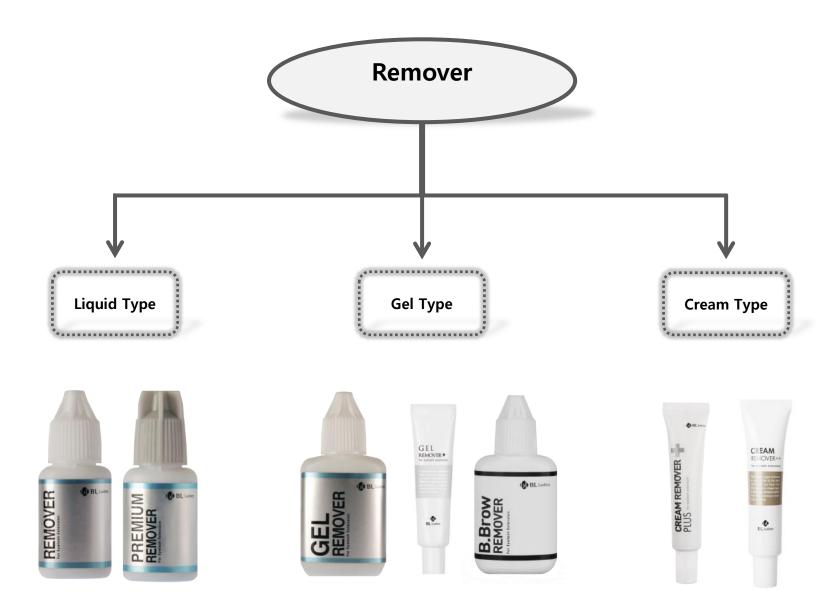






## **PRE MADE**





## **About product - Remover**

A product is used to remove extension eyelashes smoothly by dissolving the glues

### Role of remover

Remover is used to remove extension eyelashes. Apply the remover to the extended part of the eyelashes you want to remove and gently dissolve the glue to take off the extension eyelashes.

When placed in a warm place, the remover may evaporate which results in the expansion of its container.

Like glue, you should read the instructions carefully before using the remover. Also, its lid should be closed tightly as, like any other glues, the performance deteriorates while volatilizing.

Since BL's removers were made considering the compatibility with its glues, using them as a set is recommended for the best result.

## Types of removers

There are mainly three types. It is good to use separately according to each purpose from cream type with high viscosity to liquid type.

### - Cream-based remover

This type is commonly used. There is no concern of this type of remover leaking out in addition to it being easy to apply and use.

### - Gel-based remover

It has less chance of leaking out than the water-based removers and has a good operability.

### - Water-based remover

As much as it has the fastest resolution against glue to remove the eyelash extensions fast, and efficient to remove the eyelashes at once. However as it has risk to get into eye eyes, it is recommended to the skillful experienced technicians with high attention. Usually treated with sit customers.



## Removal power of remover

### **Gel> Cream> Liquid**

The smaller the particle size, the better the penetrability and removability. However, contrary to the liquid type that flows and therefore does not stay on the surface, the gel and cream types stay on the surface and therefore glue gets dissolved better. The gel type is easier to penetrate due to its smaller particle size, so it has the best removal power followed by cream and liquid.





# • Remover













## About product - eye patch

A product that is for separation between under eyelashes and upper eyelashes and for protection of skin around eyes during the treatment. This can also be used for customer satisfactory treatment.

## **Eye Patch**

- Eye patches make skin around eyes to moisty and glossy with the help of Collagen and Arbutin which are good for soothing skin, improving wrinkles, and moisturizing.

The upper side surface is coated (Lint Free) and therefore it doesn't get fluffy which results in a safe treatment as well as providing nutrition around eyes.

This product prevents loss of skin or under lashes from strong adhesion which extension tape can not on the other hand.

## BL eye patch



BL Lint Free Eye Patch(5 pairs per box)

Half moon shaped white color eye patch

Wink Me Lint Free Eye Patch(5 pairs per box)

Nike shaped powder pink color eye patch. It is thinner and has better adherence than BL Lint Free eye patch and Gentle Curve eye patch, and therefore is easier to apply extension eyelashes.

Gentle Curve Eye Patch(10 pairs per box)



More gentle type than BL Lint Free eye patch and Wink Me Lint Free eye patch.

## How to use products with safety and effectively

- Do not reuse it as this is disposable product.
- ② Do not attach it on eye's waterline or eyeball.
- <sup>3</sup> When using extension tape, minimize the adhesion to use.
- 4 Store them in a container as they are used near eye's waterline.
- ⑤ Do not pull eyelids too much when it is needed to lift up the eyelids for treatment and try to minimize adhesion. (it can cause Xerophthalmia [Dry eyes] as eyes are a bit opened.)

## **About product – Cleansing**

After eyelash extension, cleansing with products that contain oil or oil ingredients loosens the glue texture and reduces retention.

Therefore, it is better to use cleansing water that does not contain oil after the eyelash extension.

# Pure Clear Lip & Eye Remover



Pure Clear Lip & Eye Remover has a natural herb extract as not to cause a skin reaction.

It helps remove make up without leaving any residue.

# Cleansing Water



Containing Witch Hazel Leaf Extract and Chamaecyparis Obtusa Leaf Water, BL's new Cleansing Water helps to deeply cleanse your makeup residue even in the pores.



Hamamelis Virginiana (Witch Hazel) Extract

Skin soothing Deep moisturizing



Chamaecyp aris Obtusa Leaf Extract

Moisturizing
Skin texture
arrangement
Elasticity



Spearmint

Pore contraction Antimicrobial activity

# **Solution** Eye Make-up Remover Pad





 Characteristics : Oil-free pad-type remover that removes a point make-up

With 50 pads soaked in the remover, you can cleanse your make-up conveniently and neatly

 Main ingredients: Purified Water, Aloe Vera extract (gives a feeling of refreshment through soothing effect)

Glycerin (Strengthening and spreading the moisture onto the skin surface)

- How to use: With included tongs, pick up a pad and place it on your eyes for 10 seconds and wipe along the skin texture
- Application method : After removing the extended eyelashes, wipe the remover residue and cosmetic residue all at once.

## **About product – Lash foam**



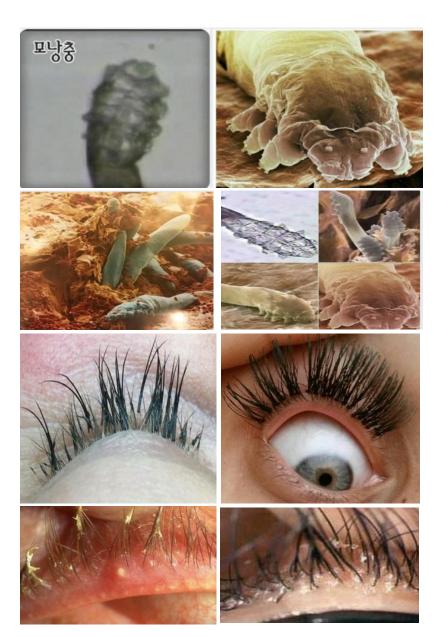
As professional lash shampoo of foam type, it cleans your eyelids and eyelashes by removing dirt accumulated between eyelashes and hair root, sebum, contamination due to cosmetic residue and Demodex Folliculorum before eyelash extension.

By doing so, it enhances the sense of security of extension lashes during extension and improves the persistency of the eyelash extension.

It also helps keep your eyes clean and healthy.



# **1** Lash foam



### **Need for Lash Foam**

- Sebum and dead skin are produced on a daily basis
- Degraded the penetration of nutrients due to makeup residue
- Unhygienic beauty items
- Hard to clean eyelashes thoroughly after the eyelash extension
- >> Due to unsanitary environment and life, it turns into an environment suitable for Demodex Folliculorum

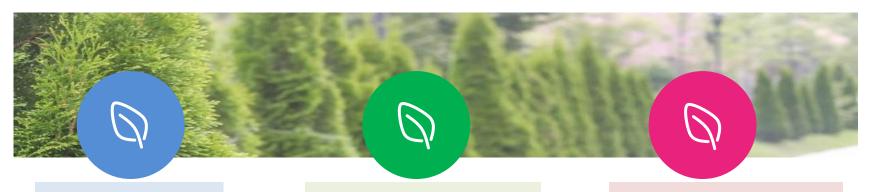
**Demodex Folliculorum**: Parasites living in scalp and skin (A habitat of Demodex Folliculorum where there are unclean pores and a lot of sebum secretion)

Demodex Folliculorum eats away at sebaceous glands and hair roots in the pores

It obstructs absorption of nutrients and weakens the eyelashes by contributing in Stratum Corneum Growth, Hair Follicle Expansion, Hair Follicle Enlargement, Hair Root Undernutrition, Hair Loss Induction, and Etc.

## **Ingredients of Lash Foam**

### **LASH FOAM ingredient**



### **Allantoin**

Anti-inflammatory, antiallergenic
Improvement of Atopic skin
Cell Regeneration
Enhancement
Improvement of chapped
and rough skin
Moisturizing, Soothing
Skin Barrier Strengthening

## zanthoxylum Fruit Extract

Anti-inflammatory, Antibacterial action

High amount of Vitamin C and Tocopherol contained (Skin Protection from External Environment)

Natural Preservative (No irritation, toxicity)

# Pasqueflower extract

Antibacterial action
Detoxification, Antipyretic action
-> Soothing
Clear skin, Convergence effect
Conditioning the skin
Skin Softening

**Natural preservative** 

## How to Use Lash Foam

### >When using before eyelash extension in the salon

- 1. Prepare a glue plate film or clean container.
- 2. Shake Lash Foam fully and pump it once on a clean container.
- 3. Use a pore brush or lint applicator to apply an appropriate amount of foam to eyelashes.
- 4. Move the eyelashes left and right, up and down to clean eyelashes including the hair root.
- 5. Wipe the foam 2-3 times with a cotton pad or cotton swab moistened with purified water.
- 6. Remove the moisture with a clean cotton pad or cotton swab



# Lash foam



#### >When caring at home

- 1. After cleansing Make-up, put Lash Foam on your hand and apply it to your eyelashes. After 5 seconds, rub gently with a pore brush to remove any residue.
- 2. Rinse thoroughly with lukewarm water and remove the moisture on it.
- 3. Dry your eyelashes and arrange them with a mascara brush.

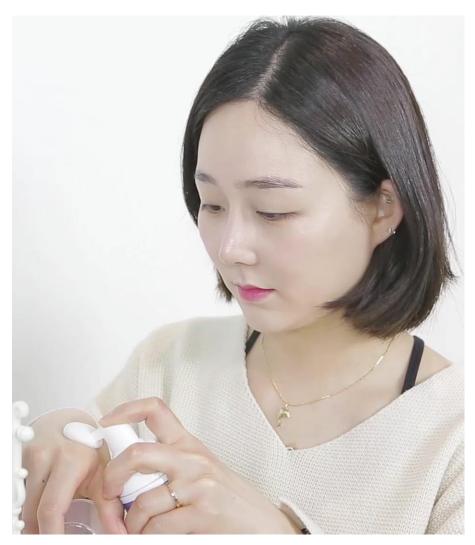








# Self Lash foam





## **About product – pretreatment (Primer)**

This product is called Pre-Care and it must be done before applying eyelash extension.

It is to remove oil or pollution on natural lashes since eyelash extension glues are fragile to oil or pollution(lipids, makeup residue, external pollutant) and as a result, eyelash extension's adherence and persistency are decreased.



#### **BL Lash Primer (pre-treatment)**

Lash Primer removes cosmetics residue, oil, and dust on client's eyelashes before applying eyelash extension. It is registered as product for adhesion improvement and disinfection. Therefore, you can use it at ease. It is also included with natural herbal extract ingredients which are good for cell activation and moisturizing effect of eyelashes.

Main Ingredients: <u>Purified Water, Ethanol, Poly-Vinyl Pyrrolidone(PVP),</u> <u>Sodium Polyacrylate(ingredients for Viscosity)</u>

<u>Allantoin</u> – By healing the wound of skin, it reacts as an antiirritation. It also rejuvenates new epidermis tissues by removing dead skin cell or burned scar.

# Lash Primer

**How to use:** Pump 1-2 times on a plastic glue tray and apply it with micro swab or lint free applicator.

Test to remove oil with lash primer VS Purified water after oil application

Note: Dry enough otherwise the moisture on eyelashes cause efflorescence.

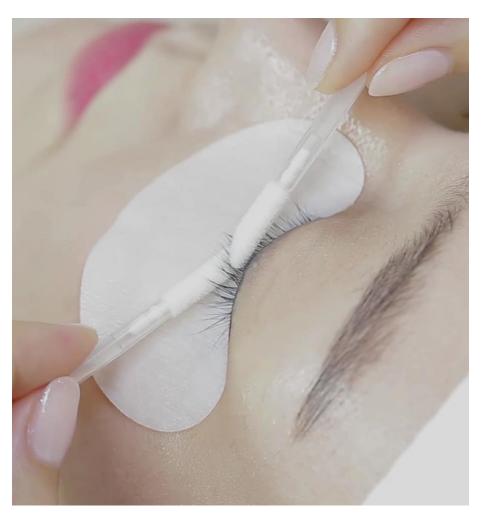
As it contains ethanol ingredients, it may cause a stinging sensation if it gets into your eyes. Therefore, be careful not to let it get into your eyes.



Remove residue with LASH PRIMER

Remove with a normal cotton pad moistened with water

# Lash Primer





### **About product – Extension base**



This extension base removes coated surface of false eyelashes. It helps lashes last longer and extend the bonding period.

While Primer improves the retention of eyelash extension by removing the oil from your eyelashes, Extension base improves the adhesion and retention when applying eyelash extension by removing oil from extension lashes. The elimination of oil reduces eye irritation by shortening the glue's drying time.

Also, if adhesion of the heat-resistant tape is so strong and therefore has a risk of bending extension lashes, apply extension base a little bit onto the adhesive area. Because by doing so, it helps detach extension lashes easily.

## Extension Base

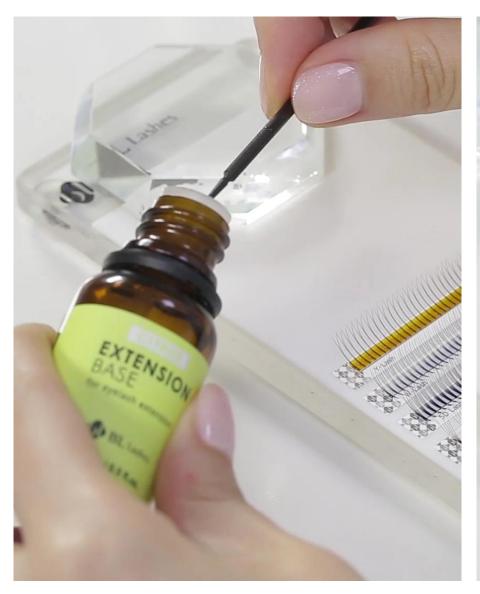
#### How to use

- 1. Before the eyelash extension, prepare extension lashes on a lash holder.
- 2. Apply an appropriate amount of extension base on a cotton swab or micro brush.
- 3. Start the treatment after evenly applying extension base onto the adhesive part of extension lashes.

#### Note:

- Be sure to close the lid after use as it is a highly volatile product.
- Keep glues and extension bases separately as glue may harden if they are stored together.
- Do not apply it directly to human lashes, but be sure to apply it to extension lash.
- When contacted with eyes, wash them thoroughly with clean water and seek medical attention.
- If extension lashes are rubbed too much, they will be separated from the heat-resistant tape. Therefore apply only as much as you need to use.
- If eyelash extension is applied when it's not dry, it may cause efflorescence. Therefore, apply extension eyelashes after drying them completely (1~3 minutes)

## Extension Base



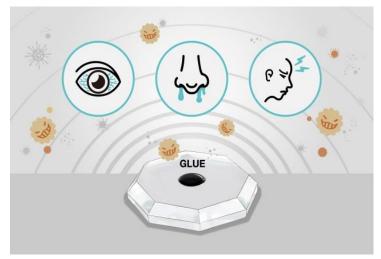


### **About product – Anti Allergy Gel**

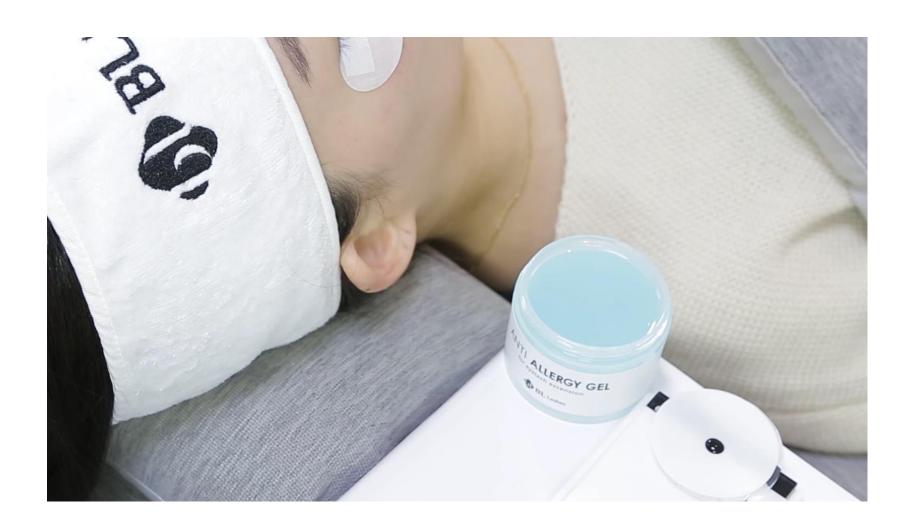


- How to use: Apply eyelash extension while putting it between glue and the stylist.
- Characteristics: Formaldehyde contained in glue causes allergies.
   However, BL's anti-allergic gel strongly adsorbs harmful substances, acetaldehyde and formaldehyde.
  - -> An essential product to protect both stylists and customers
- Main ingredients: Graft polymerized polymer adsorbent mixed with distilled water, agar, and ethanol to make gel texture.





# Anti allergy gel



#### **About product – Lash Essence**



A mascara type that can be applied gently without stickiness and can make thin and powerless eyelashes resilient.

#### TIP for use of Lash Essence

- Apply it frequently on a daily basis.
- Use it 2 to 3 days after eyelash extension or perm

## **About product – MD Advanced**



With highly enriched peptides, MD ADVANCED gets through skin better helping natural eyelashes grow stronger and as a result, it gives the lashes thicker and more vivid look.

It is better to use after washing your face and before applying toner because it is easier to supply nutrition when there's no Demodex.

It also can be used after eyelash extension or perm.

# **MD** Advanced



#### BL MD INSTRUCTOINS TIP

- Apply after face wash once every morning and night, before using skins or lotion.
- You may apply after eyelash extension or eyelash perm.
- Thorough cleansing is important for conditions of eyelashes.
- Depending on growth of eyelash, you will see the difference within 1 to 4 weeks.



# MD Advanced



## **About product – Coating Sealant**



Hyaluronic acid is contained in this sealant, which helps protect your eyelashes from external stimulus and supply nutrition to the eyelashes, keeping them healthy. This sealant also increases bonding life of the extensions and gives the lashes a wonderful shine and elasticity.

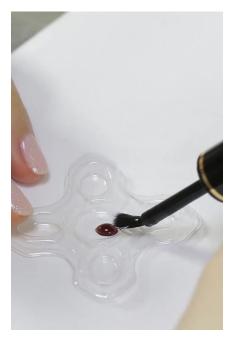


Hyaluronic acid is contained in this sealant, which helps protect your eyelashes from external stimulus and supply nutrition to the eyelashes, keeping them healthy. Moreover, it is safe to apply with the use of natural pigments like gardenia extract

# Coating Sealant

**Coating Sealant (mascara type)**: For mascara type coating sealant that can be applied easily and quickly, it is used by individuals on a daily basis.

**Coating Sealant (brush type)**: It is hygienic to use a brush type coating sealant rather than a mascara type as it is applied to many people when used in a salon.







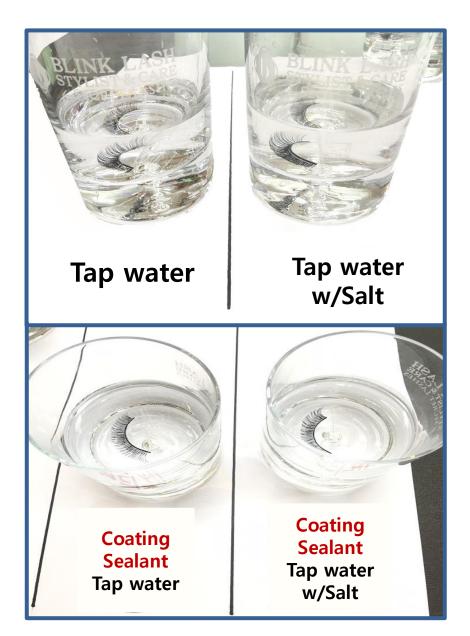
# Coating Sealant

#### Precaution to use

- \* When applying it to the customer immediately after eyelash extension, be careful not to touch the glue application area because it may cause efflorescence if it gets on the glue.
- \* It is better to apply 48 hours after eyelash extension
- ( It takes 24 to 48 hours for glue to dry completely, so it should be thoroughly dried before application.)
- \* After applying the coating sealant, comb eyelashes with a dry mascara brush to prevent it from clumping.
- \* If you apply a large amount of it that reaches eye's waterline, it will be clumped and sticky. Therefore, apply a small amount only and then brush it.



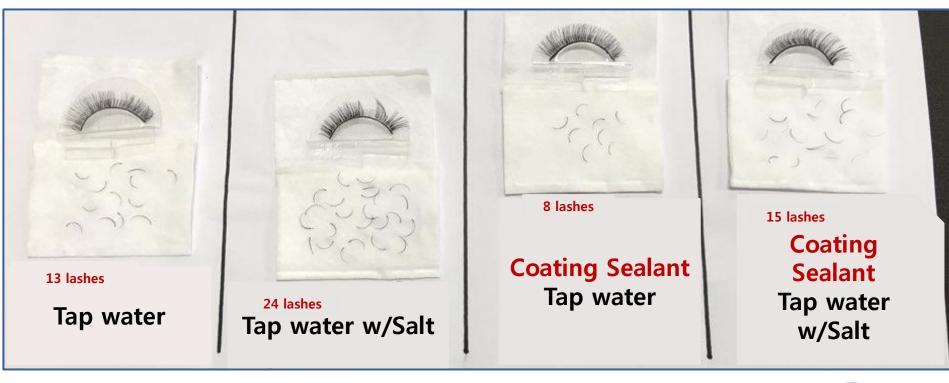
### Coating Sealant experiment



- Extension lashes used : 0.07mm W Lash Handmade
- Coating Sealant used : Crystal Drop Coating Sealant
- Glue used FINA Glue
- Start date of experiment: 2016.06.16 2:00pm
- End date of experiment : 2016.06.17 2:00pm
  - Experimental method Experiment to examine the retention time 24 hours after putting them in tap water vs tap water + bay salt
  - Experimental method Apply the coating sealant 3 times onto the worked UN-14.
     Experiment to examine the retention time 24 hours after putting them in tap water vs tap water + bay salt



## Result of coating agent experiment



Applying the coating sealant constantly after eyelash extension can protect the eyelashes from external pressure and as a result, it increases retention.





#### **NOIR EYELINER**

Producing distinct eye shapes

Skin around eyes- Nourishment for eyeline

(Containing natural ingredients: Rehmanniae Radix

Preparata, Moutan Root Bark, Poria, Cornus Fruit, and etc)

Soft brush - Applied at once without irritation Water-proof function - Smudge Proof persistency



#### **NOIR MASCARA**

 Features: Coating effect - Using a special polymer, every eyelashes are gently coated to produce natural and rich eye shapes while preventing eyelashes from clumping

Diamond type brush - Can produce richness and long eyelashes. Even if you use mascara after extension, your eyelashes can go up one by one.

It is not smudged easily, but it is cleansed neatly.

- Main ingredients: Contains keratin ingredients Keratin protein and eyelash nutritional ingredients strengthen the original power of eyelashes to make your eyelashes more shiny and healthy (Other herbal extracts- Thujae Orientalis, wormwood, black bean, iris, and etc.... - Make hair roots strong.)
- How to use: Take reasonable amount on a brush and adjust the amount around the container. Apply upwards and zigzags from the root of eyelashes.





- EYEABLE Washable Mascara -
- Of Long lasting volume and curl

  The combination of our exclusive mascara
  formula and natural fiber adds extra curl volume
- to your eyelashes.

  Cleansing with warm water

  The EYEABLE Washable Mascara can be easily removed with warm water while wearing the eyelash extensions.
- O3 Distinctive eyeline
  Enriches the health of eyelash,
  making voluminous eyeline.
  - EYEABLE Liquid Liner-
- Of Spread resisting deep-black

  This easily drawable eyeliner will fascinate your eyeline with its deep black color.
- Naturally long-lasting

  Designed to endure long-lasting make-ups.

  At the end of the day, you would still look natural!
- Delicate but bold

  Anyone can express exquisite eyeline easily with The EYEABLE Liquid Liner.

#### **EYELINER**



BL Liner is designed for eyelash extension, It is long lasting and resistant to tears and sweat.

It can be drawn very softly on the eyes and the sharpener is included with it.





#### **About product – PURE MARINE COLLAGEN**

## FURE MARINE COLLAGEN

Pure marine collagen hydrogel cream contains marine collagen which improves skin moisture and hydration to have lighter and brighter skin. It helps anti-aging and firming skin.



#### < Product efficacy, effect>

- Containing abundant marine collagen ingredients, Hydrogel Pure Marine Collagen
   Cream gives the skin a sense of volume, protects the skin, and prevents evaporating moisture from skin by having moisture film coating effect.
- Before and after eyelash extension, helps recover skin from hot flush irritated by lighting, damage due to taping to sensitive eye rims, and over all damages on skin.
- Helps to supply enough moisture and nutrition in the skin by supplying enough collagen ingredients to weary skin caused from daily life.

#### < Ingredients included >

- Marine collagen
- Helps moisturizing and resilience
- Adenosine
- Improves wrinkles and enhances resilience
- Niacinamide
- Helps whitening

## **About product – PURE MARINE COLLAGEN**



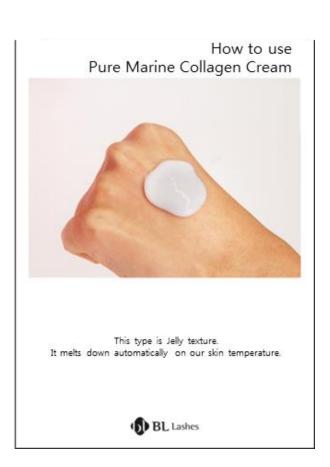




## **About product – PURE MARINE COLLAGEN**







연장도구·Tools







#### The role of tweezer

When applying eyelash extension, usually two types of tweezers are used: tweezers for removing extension eyelashes and tweezers for splitting customers' natural eyelashes. Other than those, highly stable tweezers with rounded tips are used when removing the tape.

**Types of typical tweezers** There are two types: straight type and curve type in general.

Tweezers are processed delicately to remove the short and small lashes and its tension changes according to the process of upper engaging parts. Since there are several types, choose the one that suits you well and then use it for actual eyelash extension after repetitive practicing and adapting yourself to it surely.

#### To use safely

Tweezers may cause unexpected problems and therefore, use them with caution.

Customers may unconsciously change their face position or move suddenly when they are sleeping. In this case, tweezers are the most dangerous object.

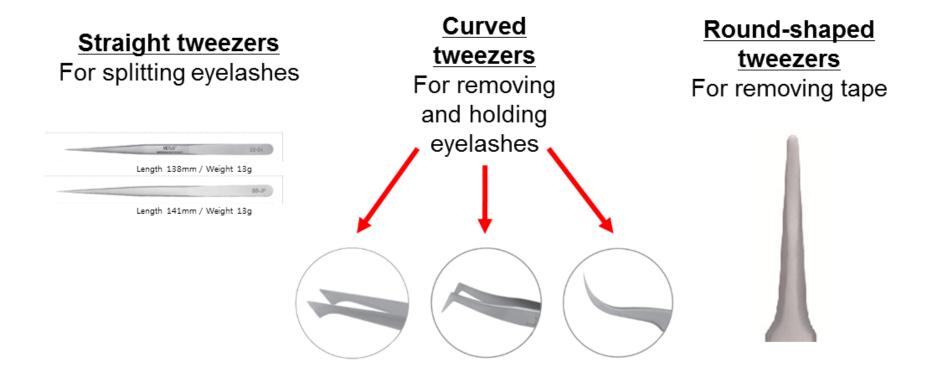
If the angle is distorted, it may cause serious trouble such as injury to eyes or skin. If you drop it on customer's face, it may cause damage to customer's skin. Therefore, a stylist should be aware of the angle of tweezer's tip when using it. In principle, do not use the back of the stylist as a passage and pay attention to the arrangement of the salon so that people do not pass through and can not hit the back of the stylist.

- 1. Use disinfected tweezers for each customers.
- 2. If you drop it during the treatment, be sure to replace it with another disinfected tweezer or disinfect the one you dropped.
- 3. Be sure to keep the angle always correct because the tip is sharp and pointed.
- 4. Note that some people may have metal allergies even if tweezers are made of stainless steel.

(Titanium tweezers do not cause allergies)

5. When not in use, store in a wet sterilizer or UV sterilizer.

#### **Subsidiary material** - Tweezers





#### 1 by 1 (Classic Extension)

Left-Hand(To separate lashes)



#### Right-Hand(To attach extension lashse)





#### Volume extension - Pre made

Left-Hand(To separate lashes)



Right-Hand(To attach extension lashse)





#### Volume extension - Hand made

Left-Hand(To separate lashes)



Right-Hand(To attach extension lashse)



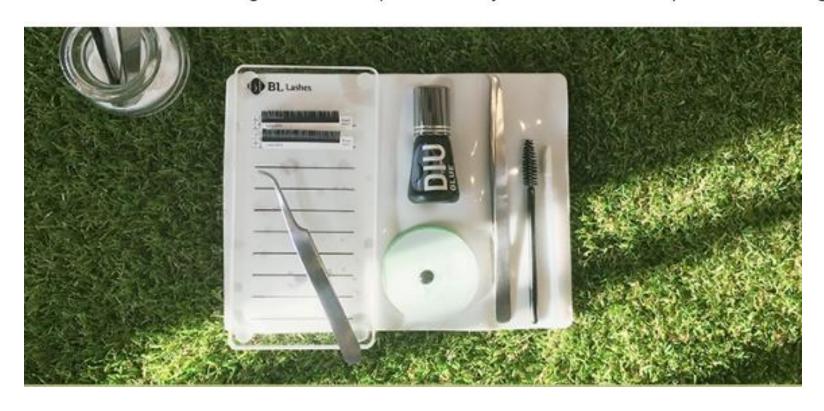
#### Russian volume tweezers

The Russian volume tweezers have stable tension and weight, and as a result, they are easy to use.



## **About product – Silicon Work Pad**

Clean and efficient attach/detaching of synthetic lashes. Soft cushion like surface is suitable for volume extension. Prevents damage of tweezer tips. Can easily be reused after simple water cleaning.



- 55 x 105 mm; The small size is a product based on the Lash Holder (S).
- 140 x 185 mm; The large size can be cut to fit the size you want.

## **About product – Silicon Work Pad**







#### How to use:

- You can attach and remove the eyelash paper freely.
- As it is white, extension lashes look vivid when applying eyelash extension.
- It can be used for anti-slip by putting the eyelash extension items on top of it.
- It can shorten the treatment time by attaching it to the lash holder and then putting the extension lashes in advance during the pre-made volume extension.
- Abrasion and damage of tweezers can be prevented.
- If it gets dirty, it can be reused after washing it with water and air drying it.

## About product - Silicon Pad / Lash Pad

It is a cushioning pad and generally used when applying bulk lashes.



## SILICONE PAD

Silicone Pad makes loose lashes stand up slightly, so it is easier to pick up each individual lash.

Size: 50 X 65mm

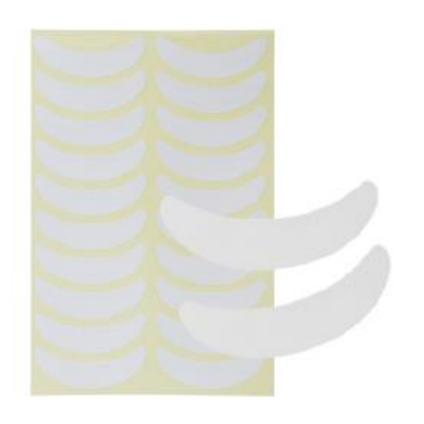


## **BL LASH PAD**

Silicone material pad that will help you to pick up lashes easily when you use loose lashes.

Size: Ø 74mm

# **About product – Soft Patch**



10 pieces per sheet (both eyes)

This product is used to fix lower eyelashes and eyelids when applying extension eyelashes.

The surface of this product is smooth and lint-free. Its white color relieves the tiredness of the stylist's eyes. When peeled off with proper adhesive strength, skin doesn't get irritated. Also, it is extremely elastic.

# **About product – Tape**

## TAPE for eyelash extension(paper, plastic, surgical)

: It is really thin and possible to separate between under eyelashes and upper delicately as eye shape.

: Use it with minimizing adhesion as it is strong adhesion.

It mainly refers to medical tapes. There are products like soft on the skin type, products with high adhesion type, and etc.

There are various kinds of materials from paper material to non-woven fabric and polyester. It covers the lower eyelashes that could not be fully covered with eye patches or is used to fix the upper eyelids.

Since it is used near eye's waterline, it should be used hygienically. Do not use tapes that are dropped on the floor or attached with any kind of dirt. Keep it in the container to prevent contamination.

## **About product – Tape**



#### **SURGICAL TAPE**

Surgical grade tape, which will not stimulate skin during use.

Size: Ø43mm



#### **3M PAPER TAPE**

This item has same function as Micropore tapebut also used for protection of your jade stone from damage with adhesive during eyelash extension procedure.

Size: Ø45mm



#### **3M PLASTIC TAPE**

Micropore Tape is used for covering the lower lashes or to tape the eyelids during eye lash extensions application.

Size: Ø 50mm

Paper tape

Used when fixing lower eyelashes or upper eyelids when applying extension eyelashes

Mainly used to fix upper eyelids because adhesion is weaker than paper tape and as a result. there is little irritation when removed

## **About product – Lash Holder**



#### **LASH HOLDER**

Lash Holder holds and organize your lashes for faster and easier lash application. Two kinds of type lash holder are available.

Size: 74 X 150 X 8mm / 60 X 110 X 8mm

Easy to move and easy to use due to the weight of the lash holder.

The rubber ball at the bottom of the holder prevents movement



#### HALF MOON LASH HOLDER

Widens the gap between the individual lashes to take off lashes easily for volume lash extesions.

Also has lid to keep leftover lashes clean after the extension.

Material: PS (polystyrene) / Size : 50 X 91.5 X 24.0mm



## LASH HOLDER (RING TYPE)

It is easy to pick up false eyelashes because lashes are fanned-out, and change the place of the holder according to the technicians convenience.

Size: 27 X 46mm

A product inserted on a finger after attaching the tray lash.

## **About product – Lash Holder**



## **PLASTIC GLUE TRAYS**

Enables efficient use of glue, primer, and remover. Easily disposable after use.

Size: 43 X 43mm

A disposable product suitable for hygienic use of liquid such as primers (pretreatment) and coating sealants



## **GLUE RING**

The Glue Ring is bicapsular. These disposable glue ring make the process of applying lashes easier and quicker due to shortest move.

Size: 15 X 15mm

# About product - Glue plate and glue plate film

When using glue, it is ideal to use the plate that doesn't deteriorate glue performance.

Native rock and glass material maintain glue at a low temperature and don't affect deterioration of glue performance as mostly they don't include moisture.

Since glue starts drying from the moment it is discharged, it is kind of rule to re-squeeze a new droplet of glue every 20 minutes.

Do not squeeze glue onto the dried glue. Do not use cellophane tape or plastic wrap on a plate as well. Use a Glue Plate Film on a Glue Plate.



**COLOR GLUE PLATE** 

Prevents glue from curing too quickly due to the cool surface of glass materials.



**CRYSTAL PLATE** 

Crystal Stone has the same advantages as the jade stone and a hard surface that won't be easily broken.

Size: 50 X 50mm



#### **JADE STONE**

The low temperature of jade helps to extend the use time of the adhesive.

Size: Ø 50mm

Clear / Gold / Green / Size : Ø 50mm

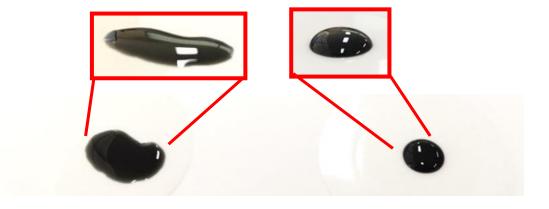
# About product – Glue plate and glue plate film



### **GLUE PLATE FILM**

Glue Plate Film is a disposable film to attach onto anywhere to put glue onto. Material would help glue to make a round drop to guarantee easier and longer use.

30ea



**BL** Film

## **About product – Swab**



## LINT FREE APPLICATOR

Lint free features prevent interference with extended lashes. Slanted tip design enables easy cleansing.

Black, Clear / 150EA



## **MICRO SWAB**

Micro swab helps you to reach a small, sensitive area without stimulation on skin.

White(1.0mm) Black(1.5mm) Blue(2.0mm)

100EA

# About product - Combrush and mascara brush

- Before eyelash extension, brush off and remove the lashes that are about to fall off so that improves the design and customer's satisfaction.
- Arrange customer's eyelashes neatly before/after eyelash extension.
- Use it to arrange directions of extended eyelashes
- Comb smoothly not to stimulate eyelashes
- Do not use unhygienic product.



#### **DISPOSABLE MASCARA BRUSH**

It easily brushes through natural lashes to straighten any unruly lashes before application. This is also a great tool to use rush off any residue left from their mascara.

10ea



#### **COMB BRUSH**

It easily brushes through natural lashes to straighten any unruly lashes before application.

Large - Black, White / Small - Black



# **About product – Nano Mist**



# For preventing glue from sore eye

Size: 112 x 35 x 24(mm)

Battery: USB type, battery AA

- The role of supplying NANO moisture
- During the eyelash extension, it can increase the ambient humidity and as a result, it dries glue quickly to reduce eye irritation
- A product to protect customers with eye irritation during eyelash extension
- Spray in a circle at a distance of 30 cm (it will be sprayed automatically for 15 seconds with one click)

(If you spray it too close, it may cause efflorescence)

# **About product – Nano Mist**

Comparison of spraying power for Regular Spray VS Nano Mist Spray





Can be sprayed with purified water, oil-free toner (Tap water - residual chlorine ingredient/ Oil ingredient toner, Capsule ESS - nozzle may be clogged)

Spraying too close and too long to the customer's face may cause efflorescence.

## About product – Air Blower



It is a product that can replace an air blower and can prevent eye irritation which may occur during eyelash extension Sustainable by charging batteries (not one time use)

Size: 60 X 120 (mm)
Battery: USB type

Air blower can be used when drying glue or blowing away its volatile component during eyelash extension. For people who are sensitive, it can release the irritation by quickly blowing the air while applying each extension eyelashes.

In addition, it can be used when drying moisture after the use of pretreatment (primer) or cleansing.

Try not to touch customer's eyelids and control the wind not to be too strong.



# Q&A



#### 내츄럴 스타일

자연스러운 눈매로 보이고 싶을 경우는, 눈 앞부터 눈꼬리까지 자신의 속눈썹의 밸런스에 맞춰서 자연스럽게 길어지게 연장 합니다.



큐트 스타일

동글동글한 귀여운 인상으로 보이고 싶을 경우는, 둥근 형태로 시술하고, 안구(검은눈동자)의 부분을 좀 길게 연장 합니다.



섹시 스타일

눈의 폭을 크게 보여주고 싶으면서, 우아하게 보이고 싶을 경우는, 눈꼬리를 향해서 서서히 긴 속눈썹을 연장 합니다.

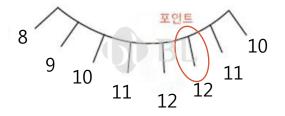


글래머러스(glamorous) 스타일

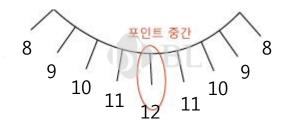
전체적으로 균형있게 컬과 길이를 표현시켜 눈을 보다 크게 보이게 하는 효과가 있습니다.



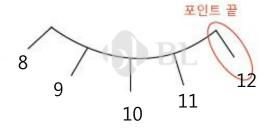
**Natural** 



Cute



Sexy



**Glamorous** 

