



TRAINING BEAUTY & BEYOND



ULTIMATE EYELASH EXTENSION COURSE

Full Course Guide



BECOME A QUALIFIED EYELASH TECHNICIAN AND LAUNCH A SUCCESSFUL BEAUTY BUSINESS.

Do you dream of becoming a beauty professional and having your own business? Have you been procrastinating on your new venture, unsure of how to get started and scared to fail? We're confident we're the answer. **Training Beauty & Beyond** helps people like you go after their dreams and transform their lives with everything it takes to **succeed** in the beauty industry.

Whether you're a busy stay-at-home or working parent, a full-time student, an aspiring entrepreneur or simply a passionate beauty enthusiast, our **flexible online** beauty courses put you back in the driver's seat to become the beauty professional you've **always** wanted to be.

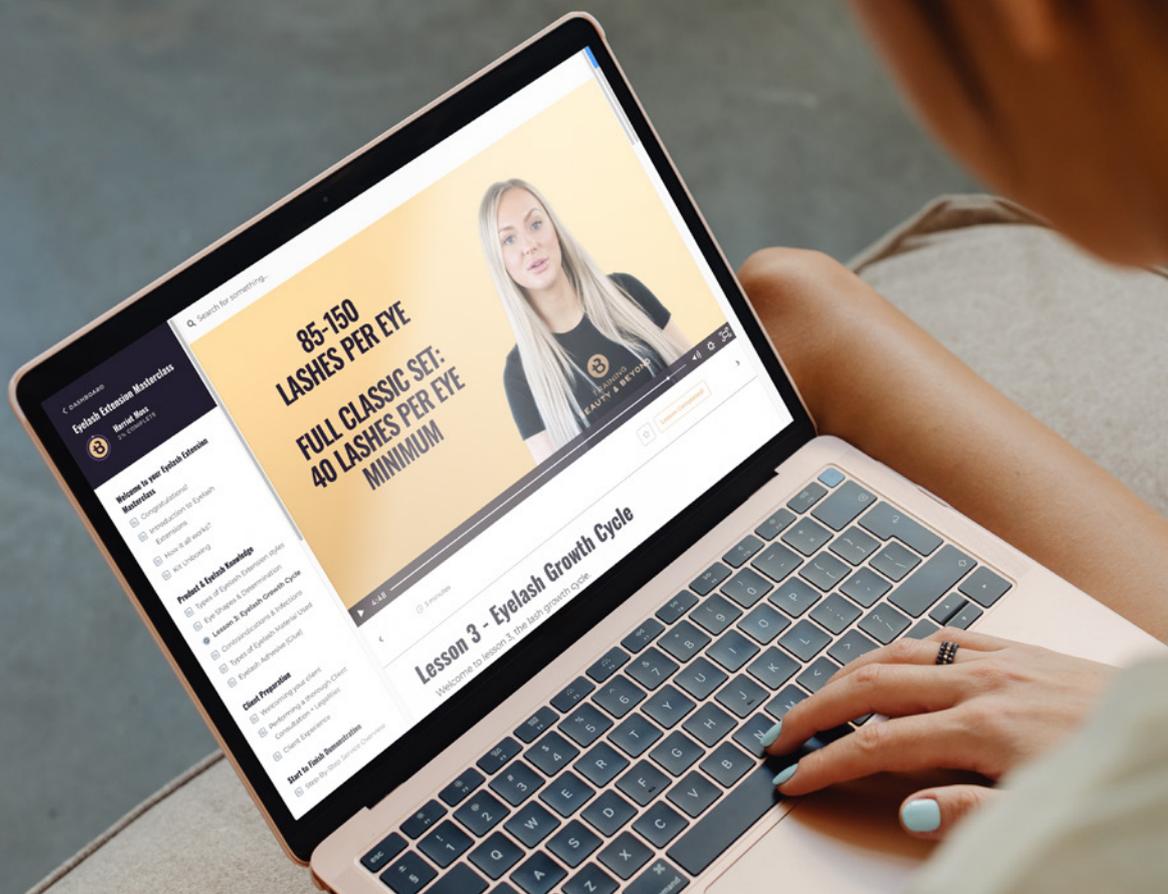
From gaining the **highest level** beauty skills, to then acquiring the knowledge to start your **own business**, we're changing the way online beauty courses are taught in a step-by-step program that equips you with all it takes to become **successful** in the beauty industry!

Training Beauty & Beyond brings you this **unique** online Eyelash Extension course which will teach you how to start a business from scratch and guide you to success, **one step at a time**, all while making it **super-exciting, engaging** and **hassle-free**.

Taking people's time constraints into account, you'll enjoy a **self-paced** online course that will help you **stop dreaming** and **start making** things happen.



“YOUR SUCCESS IS OUR SUCCESS”



ABOUT US

Training Beauty & Beyond all started with one key mission: "To provide unique flexible online beauty courses to aspiring beauty professionals chasing their dreams, ready to take on a new challenge and launch a beauty business, whether from home or the high street!"

Our mission is to transform you into a successful beauty professional by providing **top-level** online beauty courses. We're putting you back in control! We are here to **personalise** the experience for each of our students, so you will **never** have to feel like you have invested in a beauty course that is focused on the entire group.

Can you relate to one of the following?

- *You're a busy parent who struggles to find the time to follow your beauty passion?*
- *You're tired, overworked and drained due to working the same old 9-5 job that you aren't passionate about?*
- *You keep delaying starting your beauty venture because you're unsure about your potential and need a step-by-step guide?*
- *You have an innate passion for beauty and would love to be your own boss but don't know where to start?*

If you can, this course is for you!

ACCREDITATION



ACCREDITED PROVIDER

#779999

Verify @ <https://thecpdregister.com>

Our partners include IPHM Beauty & The CPD group who regulate our courses to ensure they are up to date and of the highest quality. By receiving an accredited qualification, it means you are able practice beauty legally and gain insurance. Your certificate will include; Classic, Russian Volume, Mega-Volume & Hybrid lashes.



ULTIMATE EYELASH EXTENSION COURSE

This **ultimate** eyelash extension course is packed with everything you need to know to **kick start** your new lash business. We specialise in taking students with no experience and turning them into a **successful** lash artist, one step at a time. This course is the perfect place to begin your journey, build your skills and gain the required knowledge it takes to **succeed** in a forever changing industry. We have specifically designed it in a way that enables you to **launch** a new lash business with the correct techniques and methods whilst showing you exactly how to build a loyal client base from the get-go. You'll start off by becoming fully qualified in **Classic, Russian-Volume, Mega-Volume & Hybrid** to then being shown a **step-by-step strategy** with **40+** easy to follow business lessons.

Throughout your learning journey you will receive **unlimited 1 to 1** private support from lash experts to troubleshoot any areas you are struggling with quickly! How? We arrange regular video chat sessions where you will be shown **live demonstrations** with your lash tutor. The result? You're competent. You're excited. And best of all, you're equipped with the **necessary skills** and knowledge to **succeed** in the lash world!

Assignments

The course will involve a mixture of both **practical** and **multiple choice** assessments. You will receive detailed feedback from your lash tutor who will also book in **live sessions** with you throughout the course. Don't worry, you **cannot fail** the course! Simply receive your feedback, do extra training and have another go. Before you know it, you'll be moving on to the next module and attaining your **qualification**.

Our Lash Consultants

We understand that taking the plunge to start your new lash journey can be scary. Juggling family commitments, returning to study after a break and starting a business can be overwhelming - that's why we have **industry leading experts** to guide and support you **every step of the way** prior to your enrolment.

“ We have specifically designed the course in a way that enables you to launch a new lash business with the correct techniques and methods whilst showing you exactly how to build a loyal client base from the get-go. ”

COURSE OVERVIEW:

WHAT'S INCLUDED



LEARN FROM HOME

Become fully qualified anytime, anywhere, and at your **own pace**.



BESPOKE STUDENT KIT

A luxury **custom made** kit professionally branded with your logo proudly displayed.



CUSTOM LOGO

A **unique logo** created and tailored for you by our very own in house **design team**.



BUSINESS GUIDANCE

Strategies and a **step-by-step** plan on how to properly set-up your own beauty practice.



VIDEO CHAT

Unlimited 1-to-1 coaching with our beauty experts where you can personally interact.



PAYMENT OPTIONS

Choose to pay in full, or on a monthly plan starting from only **£10.39 per week**.



SOCIAL MEDIA

Accelerator course to show you exactly how to **launch** and **grow** your social media account.



24/7 ACCESS

24 hours a day, 7 days a week **unrestricted** access to all of your enrolled courses.



ACCREDITED CERTIFICATE

Receive two stamps of **approval** from **IPHM Beauty** and **CPD Group** on your lash qualification.

EYELASH KIT INCLUDED

WITH YOUR OWN CUSTOM LOGO



BRANDED WITH YOUR VERY OWN LOGO!



Included with this course, you receive a free lash kit, with everything you need to not only learn, but also to start servicing clients once you're qualified!

This kit includes:

- 1x Luxury Lash bag
- 1x Lash Pillow
- 1x Mannequin Head
- 1x Gold Lash Palette
- 1x Hygrometer
- 1x Mini Lash Mirror
- 10x Practice Strip Lashes
- 50x Undergel Eyepads
- 300x Glue Foil Palette Stickers
- 100x Micro Applicators
- 50x Mascara Wands
- 2x Vetus Tweezers
- 1x Pump Air Fan
- 1x Micropore Tape
- 1x Shampoo Cleansing Brush
- 1x Lash Shampoo
- 1x Lash Primer
- 1x Aloe Vera Cream Remover
- 1x Superbonder
- 1x Ultra-fast Drying Glue
- 1x 2-3 Sec. Drying Glue
- 1x Classic 'B' Curl 0.15 Mix Lashes
- 1x Classic 'C' Curl 0.15 Mix Lashes
- 1x Volume 'C' Curl 0.03 Mix Lashes
- 1x Volume 'C' Curl 0.05 Mix Lashes
- 1x Volume 'C' Curl 0.07 Mix Lashes
- 1x Volume 'D' Curl 0.03 Mix Lashes
- 1x Volume 'D' Curl 0.05 Mix Lashes
- 1x Volume 'D' Curl 0.07 Mix Lashes

**+ FREE KIT CUSTOMISATION
WITH YOUR OWN LOGO**

Not only that, each student gets to work alongside our design team to create a unique logo for your business, which will then be applied to your kit before it is sent to you!

COURSE BREAKDOWN:

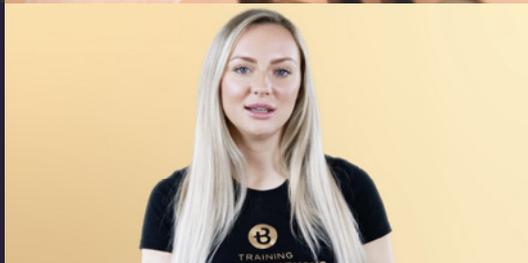
SERVICE SECTION



VOLUME LASH THICKNESS

· Great for clients wanting to achieve a thicker look.

· We use these lengths for volume and mega volume styles due to their weight and fanning capability.



Module 1: Welcome

- Welcome To The Masterclass
- Introduction To Eyelash Extensions
- Unboxing Your Customised Kit

Module 2: Lash, Eye & Product Knowledge

- Lash Extension Styles
- Eye Shapes
- The Lash Growth Cycle
- Contraindications & Infections
- Types Of Lash Materials Used
- Eyelash Adhesives
- Lash Lengths, Curls & Thicknesses
- Different Types Of Lash Extensions?

Module 3: Client Preparation

- Welcoming Your Client
- Client Consultation & Legalities
- Client Experience - Best Practices

Module 4: Full Service Demonstration

- Full Service Demonstration

Module 5: Pre Application

- Performing A Patch Test
- Cleansing & Priming
- Under Eye Treatment Pad Application
- Taping Techniques
- Lash Mapping

Module 6: The Treatment

- Isolating The Lash
- Picking Up The Lash Correctly
- Dipping The Lash
- Applying The Lash
- Troubleshooting Stickies
- The 'Pass' Method
- 'Superbond'

Module 7: Post Application

- Refilling The Lashes
- Lash Removal
- Aftercare Instructions

Module 8: Volume Lash Extensions

- Introduction To Volume Lashes
- Equipment & Environment
- Calculating Volume Fans
- Creating Volume Fans
- Dipping Your Fan & Application Demonstration
- Aftercare

Module 9: Mega-Volume Lash Extensions

- Introduction to Mega-Volume Lashes
- Choosing The Lashes
- Creating Mega-Volume Fans
- Application Demonstration
- Aftercare Instructions

Module 10: Hybrid Lash Extensions

- Introduction to Hybrid Lashes
- Choosing The Lashes
- Lash Placement
- Application Demonstration
- Aftercare

Module 11: Course Wrap Up

- Congratulations, You're Qualified!
- Next Steps



TOTAL:
48 VIDEOS

COURSE BREAKDOWN:

BUSINESS SECTION



Module 1: Welcome

- Congratulations - You've Made It!
- What's Covered In This Training
- Study Recommendations

Module 2: Social Media & Advertising

- Introduction To Facebook
- Creating A Professional Page On Facebook
- Introduction To Instagram
- Creating a Professional Page On Instagram
- How To Take Stunning Pictures Of Your Work
- Using Canva
- What Content Should I Post?
- How To Schedule Posts
- Social Media Ads

Module 3: Setting Up On Google

- Introduction To Google
- How To Create A Professional Page On Google
- How To Get 5-Star Reviews

Module 4: Beauty Business Fundamentals

- Introduction To Business
- Limited Company VS Sole Trader
- How To Set Up As A Ltd Or Sole Trader
- Different Beauty Business Models
- Insurance & Beauty
- Licenses & Beauty
- Securing A Premises
- GDPR & Beauty

Module 5: How To 'WOW' Your Clients

- How To Professionally Present Yourself
- Going Above & Beyond - TB&B Style!
- How To Secure A Rebooking
- Referral Program
- Loyalty Program

Module 6: Pricing Your Services

- Things To Consider
- Pricing Strategy To Secure Your First 10 Clients
- Calculating Profits & Losses

Module 7: Creating A Website

- The Need For A Website
- DIY Website Creation
- Outsourcing Your Website

Module 8 - Health & Safety

- Introduction To Health & Safety
- Things To Consider
- COVID-19

Module 9: Working With Suppliers

- How To Choose Your Lash Supplier
- Ordering Stock

Module 10: 'The Launch Strategy'

- Step-By-Step Launch Strategy

Module 11: Ready...Set... Launch!

- Congratulations, You've Done it!
- Social Media Posts



**TOTAL:
42 VIDEOS**

TESTIMONIAL: HARRIET

ULTIMATE EYELASH EXTENSION STUDENT



“IT’S JUST ABSOLUTELY AMAZING!”

“My client’s couldn’t believe that I had my own personalised kit! I love lashes and have always wanted to start a home beauty business. They’ve taught me how to set up and run a successful lash business and I’m earning an extra £200-£300 a week on top of my busy job and lifestyle. If you’re thinking about becoming a lash technician, I wouldn’t go with anyone but Training Beauty & Beyond!”

- Harriet | TB&B Student Graduate

TESTIMONIAL: TAMZIN

ULTIMATE EYELASH EXTENSION STUDENT



“I’M ALWAYS FULLY BOOKED!”

“Before enrolling I had no experience whatsoever, and now I’m making £200 a day with lashing being my only job... I’m only 6 months into my lash journey and have already been nominated for 3 awards at The Lash Awards 2023... Best Newcomer, Best Russian Set & Best Mega-Volume Set”

- Tamzin | TB&B Student Graduate

TESTIMONIAL: AIMEE

ULTIMATE EYELASH EXTENSION STUDENT



“IT’S HELPED ME SO MUCH!”

“All the information you’ll need is in the online platform. The tutor’s are really helpful and are available to talk whenever you need them. You can ask for help whenever you’re struggling and they won’t move you onto the next stage until you’re really confident in lashing.”

- Aimee | TB&B Student Graduate



TRAINING BEAUTY & BEYOND

LET'S MAKE YOU THE NEXT SUCCESS STORY!

To **unlock** the full Ultimate Lash Course, simply **click the button below** and **book a call** with our friendly team



BOOK A CALL HERE

Excellent



 Trustpilot