

Up to date training in Brand products for therapists

## INTRODUCTION TO LASH COMPANY

Interested in adding eyelash extensions to your treatment menu?



**BTWC** BRAND TRAINING WORKSHOP CENTRE @ Helia-D Salon Supplies  
Up to date Brand Training for Beauty and Hair Professionals

CLASSIC/VOLUME/CONVERSION  
EYELASH EXTENSION COURSES AVAILABLE

Classic/Individual Lash Trays  
Volume Lash Trays  
3D Premade Lash Trays  
Tweezers  
Adhesives



DISTRIBUTOR OF EYELASH EXTENSIONS & PRODUCTS



Our lashes are made from soft and naturally curved synthetic silk, so they look and feel identical to human lashes. The use of the most advanced adhesives ensures the best possible bond to the natural lashes. This results in longer, thicker, more natural looking lashes which last the life of the client's own eyelashes.

In addition to top quality lashes, we also supply affordable lashing tools and accessories required to perform a perfect lash extension.

Should you require further training on lash extensions, we provide in house training on our lash products, to ensure you achieve the best results. Training dates will be posted on our web site.

We offer the following **training courses:**

**Conversion Course for Classic and Volume Eyelash extensions (includes Hybrid techniques)**

**Classic Eyelash Extensions (includes Hybrid techniques)**

**Volume Eyelash Extensions (includes Hybrid techniques)**

Eyelash courses offer a quick return on investment and endless earning potential in an ever changing, growing and exciting industry.

Enquire about our course dates and book your seat with the best in Brand training

# THE LASH COMPANY

Conversion Course for Classic and Volume Eyelash extensions (includes Hybrid techniques)  
 Classic Eyelash Extensions (includes Hybrid techniques)  
 Volume Eyelash Extensions (includes Hybrid techniques)



HELIA-D DISTRIBUTOR OF EYELASH EXTENSIONS & PRODUCTS



## CONVERSION TRAINING

The Conversion training includes product & practical training for therapists who have trained previously in eye lash extensions. Certification is required for the Conversion course. Below is a compulsory kit to be purchased in order to proceed with the conversion course. The therapist brings the balance of own products and can purchase the The Lash Company products as required.

### TRAINING FEES

R 1 845.00 (Compulsory products provided)  
 Prices include VAT

Training Days	Training Times
<b>Day 1</b>	Theory and Skills training
Theory, Products, Demo and Practical 1 x Model required for practical	09:00 – 15:00

1. Candidates are required to submit 10 x Case Studies – must be submitted with the Practical & Theory examinations.
2. Candidates must sit for Practical & Theory Examination no later than 2 months after completing the course. Examinations are offered monthly on Thursday's 13:00-16:00 as per set schedule.
3. Certification will not be issued if candidates do not complete the examination and case study submissions within the two months of completing the course.
4. Candidates must be found competent with a pass of 70% and above before certification is issued.
5. Own models are strictly required for the course and examinations

### CONVERSION TRAINING KIT LIST

Product	Compulsory
Adhesive	Supplied in Training Kit
1x Individual Lash Tray (Mixed lashes)	Supplied in Training Kit
Product	Candidates must to bring to Conversion training
Product Bag	
1g Individual Lashes	
0.5g Individual Lashes	
Lash/Glue Ring	
Straight Tweezer	
Curved Tweezer	
Jade Stone for Adhesive	
Dappen Dish	
14x Lint Free Eye Pad	

Micro Pore Tape	
Lash Map Stickers (2 Sheets)	
Primer	
Debonder	
20x Mascara Wands	
15x Surgical Swabs	
Scissors	
Acetone	
Surgical Spirits	
15x Cotton Rounds	
15x Cotton Buds	
The Lash Company SA Lash Cleanser	
Lash Cleansing Brush	
10x Aftercare Advice Cards	
Classic Lash Training Manual	
Diamante' Pen	
Round Sponge	
Rectangle Sponge	

## CLASSIC LASH TRAINING

This is the first course you will do before progressing onto the Volume Eyelash Extension course. No previous experience or beauty qualification is required. You will learn Classic Eyelash Extensions, which adhere as an individual lash extension to one natural eyelash. Training will also include the latest trends and techniques of Hybrid lashes.

Training will be **2 days- Below as follows:**

Training Days	Training Times
<b>Day 1</b>	Theory and Skills training
Theory (3½ Hours) No Model Required	09:00 - 12:30
Skills (2 Hours) No Model Required	13:30 - 15:30
<b>Day 2</b>	Practical (6 Hours) Bring 3 models
Practical Model 1	09:00 - 11:00
Practical Model 2	11:00 - 13:00
Practical Model 3	13:00 - 15:00

- Candidates are required to submit 10 x Case Studies – must be submitted with the Practical & Theory examinations.
- Candidates must sit for Practical & Theory Examination no later than 2 months after completing the course. Examinations are offered monthly on Thursday's 13:00-16:00 as per set schedule.
- Certification will not be issued if candidates do not complete the examination and case study submissions within the two months of completing the course.
- Candidates must be found competent with a pass of 70% and above before certification is issued.
- Own models are strictly required for the course and examinations

### TRAINING FEES

<b>Full Training</b>	<b>R 2 300.00</b>
<b>Kit Price</b>	<b>R 3 278.65</b>
<b>Total</b>	<b>R 5578.65</b>

**Prices include VAT**

## CLASSIC EYELASH EXTENSION KIT LIST

Product	Supplied in Kit
Product Bag	172.50
Adhesive	569.25
1 x Premade Fan Tray (3D)	230.00
0.5g Individual Lashes	218.50
1 x Individual Mixed Lash Tray	230.00
Lash/Glue Ring	69.00
Straight Tweezer	172.50
Curved Tweezer	172.50
Jade Stone for Adhesive	28.75
Dappen Dish	11.50
14 x Lint Free Eye Pad	128.80
Micro Pore Tape	40.25
Lash Map Stickers (2 Sheets)	23.00
Primer	172.50
Debonder	287.50
20 x Mascara Wands	92.00
15 x Surgical Swabs	25.88
Scissors	28.75
Acetone	23.00
Surgical Spirits	28.75
15 x Cotton Rounds	12.08
15 x Cotton Buds	6.90
The Lash Company SA Lash Cleanser	80.50
Lash Cleansing Brush	69.00
10 x Aftercare Advice Cards	17.25
Classic Lash Training Manual	287.50
Diamante' Pen	57.50
Round Sponge	11.50
Rectangle Sponge	11.50

## VOLUME/RUSSIAN/HYBRID LASH TRAINING

Once you have mastered the art of Classic lashes you will be ready for your advanced lash training which is Volume or otherwise known as Russian Volume Eyelash Extensions. Generally, after 1-2 years of Classic lashing experience is ideal. This course will teach Candidates to apply multiple extensions of 2 up to 6 lashes on one natural eyelash. Full and more volumized looks can be achieved. Training will also include the latest trends and techniques of Hybrid lashes. The course is two full days, there after Candidates are required to submit 10 case studies to qualify for their certificate.

Training will be **2 days- Below as follows:**

Training Days	Training Times
<b>Day 1</b>	Theory and Skills training
Theory (3½ Hours) No Model Required	09:00 - 12:30
Skills (2 Hours) No Model Required	13:30 - 15:30

<b>Day 2</b>	Practical (6 Hours) Bring 3 models
Practical Model 1	09:00 - 11:00
Practical Model 2	11:00 - 13:00
Practical Model 3	13:00 - 15:00

1. Candidates are required to submit 10 x Case Studies – must be submitted with the Practical & Theory examinations.
2. Candidates must sit for Practical & Theory Examination no later than 2 months after completing the course. Examinations are offered monthly on Thursday's 13:00-16:00 as per set schedule.
3. Certification will not be issued if candidates do not complete the examination and case study submissions within the two months of completing the course.
4. Candidates must be found competent with a pass of 70% and above before certification is issued.

Own models are strictly required for the course and examinations

### TRAINING FEES

**Full Training** R 2 300.00  
**Kit Price** R 2 846.25

**Total** R 5146.25  
**Prices include VAT**

### VOLUME EYELASH EXTENSION KIT LIST

Product	Supplied in Kit
Product Box	172.50
1 x C Curl 8mm 0.07 Tray	253.00
1 x C Curl 9mm 0.07 Tray	253.00
1 x C Curl 10mm 0.07 Tray	253.00
1 x C Curl 11mm 0.07 Tray	253.00
1 x C Curl 12mm 0.07 Tray	253.00
1 x C Curl 11mm 0.10 Blue/Purple Tray	287.50
Lash/Glue Ring	69.00
The Lash Company Volume Tweezer	172.50
The Lash Company Curved Tweezer	172.50
Jade Stone	28.75
Silicone Pad	57.50
10 x Lint Free Eye Pad	92.00
Micro Pore Tape	40.25
10 x Mascara Wands	46.00
Acetone	23.00
Surgical Spirits	28.75
The Lash Company SA Lash Cleanser	80.50
Volume Lash Training Manual	287.50
2 x Round Sponge	23.00





# Helia-D now stockists of **THE LASH** COMPANY








*Helia-D*  
INTERNATIONAL **SALON SUPPLIES**








## PRICE LIST OCTOBER 2019

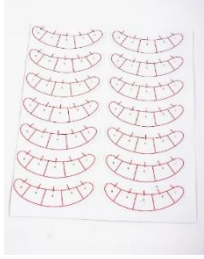





Classic Lashes	Classic Lashes	Description	Quantity	Price exclude VAT	Price includes VAT
	Individual Lashes /Silk	J Curl – 0.15 B Curl – 0.20 8mm-12mm	0.5g	R 190.00	R 218.50
	Individual Lashes / Silk	J Curl – 0.15 B Curl – 0.20 8mm-12mm	1g	R 380.00	R 437.00
	Silk Individual Lash Trays	J or B Curl 0.15, 0.20 8mm-12mm	12 Rows	R 190.00	R 218.50







	Silk Individual Flat Lash Tray (Ellipse)	J or B Curl 0.15, 0.20 8mm-12mm	12 Rows	R 250.00	R 287.50
	Silk Classic Ombre Colour Lash Tray	B Curl 0.15 12mm Blue & Purple Ombre	12 Rows	R 250.00	R 287.50
	Individual Classic Mixed Length Tray	B or C Curl 0.15 8mm-12mm	12 Rows	R 200.00	R 230.00
<b>Volume Lashes</b>	<b>Volume Lashes</b>	<b>Description</b>	<b>Quantity</b>	<b>Price</b>	
	Silk Volume Tray	J, B or C Curl 0.07 8mm-12mm	12 Rows	R 220.00	R 253.00
	Silk Volume Colour Lash Tray	C Curl 0.10 11mm ½ Blue and ½ Purple	12 Rows	R 250.00	R 287.50

	3D Volume Lash Tray Premade Fans	C Curl 0.10 7mm-13mm	12 Rows	R 200.00	R 230.00
<b>Lashing Products / Tools</b>					
	Adhesive – quick drying so lots of fumes (humidity 40-50%)	Strong Hold	10ml	R 495.00	R 569.25
	Lash Primer – cleans and de-greases (can also use salt water)	Remove Oils	20ml	R 150.00	R 172.50
	Lash Debonder-gel only. Can get it in liquids and creams	Clear Gel / Removes Lashes	15ml	R 250.00	R 287.50
	The Lash Company Straight Tweezer	Straight	1	R 150.00	R 172.50



	The Lash Company Curved Tweezer	Curved	1	R 150.00	R 172.50
	The Lash Company Volume Tweezer	Volume	1	R 150.00	R 172.50
	Jade Stone- apply tape first to prevent glue spreading	Adhesive Holder	1	R 25.00	R 28.75
	Silicone Pad	Lash Holder	1	R 50.00	R 57.50
	Glue Ring- cleans with acetone	Adhesive Holder	20pc	R 30.00	R 34.50
	Lash Ring	Lash Holder	1	R 60.00	R 69.00
	Lint Free Eye Pad – do not touch the eye, will result in bruised eyeball	Bottom Lashes	1	R 8.00	R 9.20

	Lash Mapping Stickers	Lash Mapping	10 Sheets in 1 Packet	R 100.00	R 115.00
	Foam Lash Cleanser- so doesn't run into eyes	Lash Shampoo	50ml	R 70.00	R 80.50
	Lash Cleansing Brush (to keep them clean)	Cleanse Lashes	1	R 60.00	R 69.00
	Glass Bowl	Hold Lash Cleanser	1	R 10.00	R 11.50
	Micropore Tape- very sticky	Bottom Lashes	1 Large	R 35.00	R 40.25
	Lip Mask (for Chatty Cathy's)	Nourish Lips	1	R 8.00	R 9.20
	Mascara Wands	Disposable Purple & White	1	R 4.00	R 4.60

	<p>Nanomister – fill with distilled water. Only use at the end of treatment 30 cm from eyes. Glue will go white if too close</p>	<p>Cure Adhesive, USB Charger, Fine Mist</p>	<p>1</p>	<p>R 390.00</p>	<p>R 448.50</p>
	<p>Diamante's Tubes with Mascara wand</p>	<p>Tube to keep mascara wand clean</p>	<p>1</p>	<p>R 12.00</p>	<p>R 13.80</p>
	<p>FEG Eyelash Growth Serum</p>	<p>To enhance the growth of natural lashes</p>	<p>1</p>	<p>R 250.00</p>	<p>R 287.50</p>
	<p>NEW* Tweezer Bracelet</p>	<p>Attaches to the Tweezer</p>	<p>1</p>	<p>R 90.00</p>	<p>R 103.50</p>
	<p>NEW* Lash Mirror</p>	<p>Better visual of eyelash adhesion</p>	<p>1</p>	<p>R 90.00</p>	<p>R 103.50</p>
	<p>Microswabs</p>	<p>Cleaning the eyelashes and eyelid to ensure sterility</p>	<p></p>	<p>R 135.00</p>	<p>R 155.25</p>

Marketing Materials	Description	Content	Quantity	Price	Price (VAT)
	Aftercare Cards	Branded	10	R 15.00	R 17.25
	Classic Lash Manual	Manual	1	R250.00	R287.50
	Volume Lash Manual	Manual	1	R250.00	R287.50
	Conversion Manual	Manual	1	R125.00	R143.75
	Crystal Pen	Pen	1	R 50.00	R57.50
Course Prices	Hours	Kit	Quantity	Price	Price (VAT)
<b>Conversion Training –</b> Product & Practical training	1 Day	Lashes & glue compulsory included	1		R 1845.00
<b>Beginners</b> - Classic Lash Training / Hybrid Lash Training	2 full days + case studies	Included	1		R 5578.65
<b>Advanced Eyelash Course-</b> Volume/Russian/Hybrid Lash Training	2 full days + case studies	Included	1		R 5146.25