PEARLS BEAUTY INSTITUTE

PROFESSIONAL DIPLOMA IN

LASH EXTENSION

Artistry



MODULE 1: EYELASH EXTENSION SCIENCE, EYE ANATOMY & PROFESSIONAL FOUNDATIONS

Module Overview

This module provides students with a comprehensive understanding of the scientific, safety, and professional foundations required for successful eyelash extension services. Students will explore eye anatomy, natural lash structure, lash growth cycles, client assessment procedures, safety considerations, professional ethics, and industry standards. The knowledge gained in this module serves as the foundation for all practical lash extension techniques taught throughout the program.

Core Learning Areas

Introduction to the Eyelash Extension Industry

- Eyelash Extension Industry Overview
- Industry Growth & Trends
- Professional Opportunities
- Service Categories
- Professional Responsibilities
- Industry Standards

Eye Anatomy & Safety Awareness

- Basic Eye Structure
- Eyelid Anatomy
- Functions of the Eye
- Sensitive Eye Areas
- Eye Protection Principles
- Eye Safety Awareness

Natural Eyelash Anatomy

- Lash Structure
- Lash Follicles
- Lash Density
- Lash Direction
- Lash Characteristics
- Natural Lash Variations

Eyelash Growth Cycle & Retention Science

- Anagen Phase • Catagen Phase
- Telogen Phase
- Lash Shedding Process
- Growth Cycle Variations
- Retention Fundamentals

Natural Lash Health

- Lash Health Fundamentals
- Factors Affecting Lash Health
- Lash Integrity
- Lash Protection Strategies
- Healthy Lash Maintenance
- Client Education

Common Eye & Lash Conditions

- Eye Irritations
- Eye Infections
- Watery Eyes
- Sensitive Eyes
- Lash Damage Awareness
- Treatment Considerations

Contraindications & Client Suitability

- Absolute Contraindications
- Relative Contraindications
- Risk Assessment
- Client Suitability Evaluation
- Service Limitations
- Professional Decision-Making

Client Safety Protocols

- Treatment Safety Procedures
- Product Safety
- Client Protection Measures
- Allergy Awareness
- Patch Testing
- Emergency Procedures Professional Ethics & Industry Standards
- Professional Conduct
- Client Confidentiality
- Ethical Practice
- Professional Boundaries
- Industry Expectations
- Service Excellence

Client Consultation & Documentation

- Consultation Procedures
- Client Communication
- Client Expectations Management
- Treatment Planning
- Consent Forms

- Record Keeping

Professional Foundation Exercises

- Client Assessment Practice
- Consultation Practice
- Contraindication Identification
- Safety Evaluation
- Documentation Practice
- Professional Competency Assessment

MODULE 2: EYELASH EXTENSION PRODUCTS, TOOLS & MATERIALS

Module Overview

This module provides students with a comprehensive understanding of the products, tools, materials, and equipment used in professional eyelash extension services. Students will learn how to select appropriate lash extensions, adhesives, tweezers, preparation products, and application accessories based on client needs, service objectives, and industry best practices. The knowledge gained in this module will enable students to work confidently, safely, and professionally with the essential tools of the lash industry.

Core Learning Areas

Eyelash Extension Product Fundamentals

- Introduction to Lash Extension Products
- Product Categories
- Professional Product Selection
- Product Quality Standards
- Product Performance Factors
- Industry Best Practices

Eyelash Extension Types

- Classic Lash Extensions
- Volume Lash Extensions
- Hybrid Lash Extensions
- Premade Volume Fans
- Handmade Volume Fans
- Specialty Lash Extensions

Lash Extension Materials

- Synthetic Lash Fibers
- Faux Mink Lashes
- Silk Lashes
- Specialty Lash Materials
- Material Characteristics
- Product Selection Considerations

Lash Curl Systems

- J Curl
- B Curl
- C Curl
- CC Curl
- D Curl
- Specialty Curl Types
- Curl Selection Principles

Lash Length Selection

- Lash Length Classifications
- Length Mapping Principles
- Natural Lash Considerations
- Styling Objectives
- Length Placement Strategies
- Client Customization

Lash Diameter & Weight Selection

- Diameter Classification
- Weight Distribution Principles
- Lash Health Considerations

- Diameter Selection Strategies
- Volume Weight Calculations
- Safe Lash Application

Eyelash Extension Adhesives

- Adhesive Fundamentals
- Adhesive Components
- Drying Speed Considerations
- Adhesive Performance Factors
- Adhesive Storage
- Adhesive Handling Procedures

Professional Tweezers & Application Tools

- Isolation Tweezers
- Pickup Tweezers
- Volume Tweezers
- Precision Handling
- Tool Selection
- Tool Maintenance

Eye Pads, Tapes & Lash Preparation Products

- Under-Eye Pads
- Medical Tapes
- Lash Cleansers
- Lash Primers
- Preparation Products
- Product Application Techniques

Lash Accessories & Workspace Essentials

- Lash Palettes
- Lash Tiles
- Adhesive Holders
- Fan Making Tools
- Application Accessories
- Workspace Organization

Product Storage, Maintenance & Quality Control

- Product Storage Requirements
- Adhesive Storage Standards
- Product Shelf Life
- Product Inspection
- Quality Assurance
- Inventory Management

Product Selection & Professional Toolkit Development

- Building a Professional Lash Kit
- Product Selection Strategies
- Starter Kit Essentials
- Professional Equipment Requirements
- Product Evaluation
- Toolkit Organization

MODULE 3: INFECTION PREVENTION, HYGIENE & SAFETY

Module Overview

This module provides students with a comprehensive understanding of infection prevention, hygiene practices, sanitation procedures, and safety protocols required in professional eyelash extension services. Students will learn how to maintain a clean working environment, protect clients from contamination risks, handle products safely, and comply with professional hygiene standards.

This module establishes the safety foundation necessary for professional lash application and client protection.

Core Learning Areas

Infection Prevention Fundamentals

- Principles of Infection Prevention
- Sources of Contamination
- Cross-Contamination Awareness
- Infection Transmission
- Professional Hygiene Standards
- Client Protection Principles

Microorganisms & Infection Risks

- Bacteria Awareness
- Viruses Awareness
- Fungi Awareness
- Contamination Risks
- Infection Prevention Strategies
- Professional Responsibilities

Personal Hygiene Standards

- Hand Hygiene Procedures
- Personal Grooming Standards
- Protective Clothing
- Personal Protective Equipment (PPE)
- Professional Appearance
- Hygiene Best Practices

Workspace Sanitation & Environmental Control

- Treatment Area Preparation
- Surface Disinfection
- Workspace Organization
- Environmental Hygiene
- Daily Cleaning Procedures
- Sanitation Checklists

Tool Cleaning, Disinfection & Storage

- Cleaning Procedures
- Disinfection Procedures
- Tool Maintenance
- Tool Inspection
- Safe Storage Practices
- Equipment Care

Product Safety & Handling Procedures

- Safe Product Handling
- Adhesive Safety
- Product Contamination Prevention
- Product Storage Standards
- Expiry Date Monitoring

- Product Quality Control

Eye Safety & Client Protection

- Eye Protection Measures
- Under-Eye Pad Placement
- Tape Safety
- Client Comfort Measures
- Eye Irritation Prevention
- Safety Monitoring Procedures

Allergy Awareness & Patch Testing

- Allergic Reactions
- Sensitivity Awareness
- Patch Testing Procedures
- Client Assessment
- Risk Reduction Strategies
- Documentation Procedures

Contraindications & Safety Screening

- Pre-Service Screening
- Contraindication Identification
- Client Risk Assessment
- Treatment Limitations
- Service Modification Procedures
- Referral Considerations

Emergency Procedures & Incident Management

- Emergency Response Principles
- Eye Irritation Management
- Adhesive Exposure Procedures
- Incident Reporting

- Client Care Procedures
- Professional Response Protocols

Professional Safety Documentation

- Client Records
- Patch Test Documentation
- Incident Reports
- Safety Checklists
- Treatment Documentation
- Compliance Records

Practical Hygiene & Safety Exercises

- Hand Hygiene Practice
- Workspace Sanitation Practice
- Tool Disinfection Practice
- Patch Testing Practice
- Safety Assessment Exercises
- Professional Competency Evaluation

MODULE 4: LASH STYLING, MAPPING & DESIGN FUNDAMENTALS

Module Overview

This module introduces students to the artistic and technical principles of lash styling, mapping, and customized lash design. Students will learn how to analyze facial features, eye shapes, natural lash characteristics, and client preferences to create balanced, flattering, and professionally customized lash sets. The module establishes the foundation for all lash application techniques by teaching students how to design lash extensions strategically rather than applying lashes randomly.

Core Learning Areas

- Introduction to Lash Styling Principles
- Fundamentals of Lash Styling
- Lash Design Concepts
- Styling Objectives
- Client Expectations
- Professional Design Principles
- Lash Artist Responsibilities

Eye Shape Analysis

- Almond Eyes
- Round Eyes
- Hooded Eyes
- Deep-Set Eyes
- Protruding Eyes

- Monolid Eyes
- Downturned Eyes
- Upturned Eyes

Eye Shape Assessment Techniques

Face Shape Analysis

- Oval Face Shapes
- Round Face Shapes
- Square Face Shapes
- Heart Face Shapes
- Diamond Face Shapes
- Facial Balance Principles
- Styling Considerations
- Client Customization

Natural Lash Assessment

- Lash Density Evaluation
- Lash Strength Assessment
- Lash Direction Analysis
- Lash Growth Patterns
- Lash Health Considerations
- Styling Limitations

Lash Mapping Fundamentals

- Introduction to Lash Mapping
- Mapping Objectives
- Sectioning Techniques
- Lash Placement Planning
- Symmetry Principles

- Mapping Documentation

Lash Length Selection Strategies

- Length Classification
- Length Distribution
- Safe Length Selection
- Styling Objectives
- Client Suitability
- Lash Health Considerations

Lash Curl Selection Strategies

- Curl Characteristics
- Curl Performance
- Curl Placement Techniques
- Curl Compatibility
- Styling Enhancement
- Client Customization

Lash Diameter & Weight Selection

- Diameter Selection Principles
- Weight Distribution
- Natural Lash Protection
- Styling Impact
- Lash Health Preservation
- Volume Considerations

Popular Lash Styling Designs

- Natural Lash Styling
- Doll Eye Styling
- Cat Eye Styling
- Kitten Eye Styling

- Open Eye Styling
- Squirrel Eye Styling
- Customized Styling Techniques

Lash Symmetry & Balance

- Symmetry Principles
- Visual Balance
- Lash Distribution
- Design Correction Techniques
- Styling Consistency
- Professional Evaluation

Client Consultation for Lash Design

- Style Consultation Procedures
- Lifestyle Considerations
- Client Expectations
- Design Recommendations
- Treatment Planning
- Documentation Procedures

Practical Lash Mapping & Design Exercises

- Eye Shape Analysis Practice
- Face Shape Analysis Practice
- Lash Mapping Exercises
- Styling Design Exercises
- Client Consultation Practice
- Design Evaluation Exercises

Client Consultation for Lash Design

- Style Consultation Procedures
- Lifestyle Considerations
- Client Expectations
- Design Recommendations
- Treatment Planning
- Documentation Procedures

Practical Lash Mapping & Design Exercises

- Eye Shape Analysis Practice
- Face Shape Analysis Practice
- Lash Mapping Exercises
- Styling Design Exercises
- Client Consultation Practice
- Design Evaluation Exercises

MODULE 5: CLASSIC LASH EXTENSION APPLICATION TECHNIQUES

Module Overview

This module introduces students to the practical skills and techniques required for professional classic eyelash extension application. Students will learn proper isolation methods, lash placement techniques, adhesive control, attachment procedures, retention principles, and full set application protocols. The module focuses on precision, safety, lash health preservation, and the development of strong application fundamentals required before progressing to advanced volume and hybrid techniques.

Core Learning Areas

Introduction to Classic Lash Extensions

- Classic Lash Extension Fundamentals
- One-to-One Application Principles
- Benefits of Classic Lash Extensions
- Service Objectives
- Professional Standards
- Client Expectations

Workstation Preparation & Client Setup

- Workstation Preparation
- Product Organization
- Client Positioning
- Client Comfort Measures
- Treatment Preparation Procedures
- Service Readiness Protocols

Isolation Techniques

- Isolation Fundamentals
- Proper Lash Separation
- Isolation Accuracy
- Preventing Lash Stickies
- Isolation Efficiency
- Professional Best Practices

Adhesive Control & Application

- Adhesive Handling Techniques
- Adhesive Quantity Control
- Adhesive Placement
- Environmental Considerations
- Adhesive Performance
- Product Management

Lash Pickup & Placement Techniques

- Lash Pickup Methods
- Lash Handling Procedures
- Placement Angles
- Lash Attachment Techniques
- Precision Placement
- Professional Application Standards

Direction, Symmetry & Placement Accuracy

- Lash Direction Control
- Lash Alignment Principles
- Symmetry Techniques
- Placement Consistency
- Lash Flow Creation

- Design Accuracy

Attachment & Bonding Principles

- Proper Attachment Zones
- Bonding Techniques
- Lash Wrapping Concepts
- Secure Attachment Methods
- Retention Support Strategies
- Lash Health Protection

Retention Fundamentals

- Retention Science
- Factors Affecting Retention
- Client Lifestyle Considerations
- Product Compatibility
- Retention Optimization
- Professional Recommendations

Full Classic Lash Set Application

- Application Workflow
- Lash Layer Management
- Timing Strategies
- Service Efficiency
- Full Set Completion Procedures
- Quality Assessment

Common Application Errors & Troubleshooting

- Poor Isolation Issues
- Adhesive Problems
- Placement Errors
- Direction Problems

- Retention Challenges
- Corrective Techniques

Client Aftercare Education

- Aftercare Instructions
- Lash Maintenance Guidelines
- Product Recommendations
- Retention Support Practices
- Client Responsibilities
- Follow-Up Procedures

Practical Classic Lash Application Projects

- Isolation Practice Exercises
- Adhesive Control Exercises
- Placement Practice Sessions
- Partial Lash Set Application
- Full Classic Lash Set Project
- Practical Competency Assessment

MODULE 6: VOLUME & HYBRID LASH EXTENSION TECHNIQUES

Module Overview

This module introduces students to advanced lash application techniques used in volume and hybrid eyelash extension services. Students will learn the theory behind volume lashes, fan creation methods, weight distribution principles, hybrid styling techniques, advanced retention practices, and professional application standards. The module focuses on creating fuller, more customized lash designs while maintaining natural lash health and ensuring safe application practices.

Core Learning Areas

Introduction to Volume Lash Extensions

- Volume Lash Fundamentals
- Evolution of Volume Lashes
- Benefits of Volume Lash Systems
- Volume Service Categories
- Professional Standards
- Client Expectations

Volume Lash Theory

- Volume Lash Principles
- Lash Weight Distribution
- Natural Lash Capacity
- Lash Health Considerations
- Safe Volume Application
- Professional Best Practices

Fan Creation Fundamentals

- Introduction to Lash Fans
- Fan Structure
- Fan Symmetry
- Fan Balance
- Fan Consistency
- Professional Fan Standards

Handmade Volume Fan Techniques

- Handmade Fan Methods
- Pinching Technique
- Bouquet Technique
- Fan Opening Control
- Fan Stability
- Precision Fan Creation

Premade Volume Fan Application

- Premade Fan Fundamentals
- Fan Selection Principles
- Proper Placement Techniques
- Retention Considerations
- Product Evaluation
- Professional Application Standards

Volume Lash Placement Techniques

- Volume Placement Principles
- Fan Attachment Methods
- Direction Control
- Lash Alignment
- Placement Accuracy

- Lash Flow Creation

Hybrid Lash Extension Systems

- Hybrid Lash Fundamentals
- Classic-to-Volume Ratios
- Hybrid Styling Principles
- Texture Creation
- Lash Design Customization
- Client Suitability

Weight Distribution & Lash Health Protection

- Lash Load Calculations
- Weight Management
- Natural Lash Protection
- Overloading Prevention
- Long-Term Lash Health
- Safe Application Standards

Advanced Retention Techniques

- Volume Retention Principles
- Adhesive Optimization
- Fan Attachment Strength
- Environmental Factors
- Retention Troubleshooting
- Client Retention Education

Hybrid & Volume Lash Styling

- Soft Volume Styling
- Full Volume Styling
- Wispy Hybrid Effects
- Texture Building Techniques

- Styling Customization
- Client-Focused Design

Common Volume Application Challenges

- Fan Closure Problems
- Poor Retention Issues
- Lash Stickies
- Direction Problems
- Weight Distribution Errors
- Troubleshooting Strategies

Practical Volume & Hybrid Lash Projects

- Handmade Fan Practice
- Premade Fan Application
- Hybrid Lash Application
- Volume Lash Application
- Full Hybrid Lash Set Project
- Full Volume Lash Set Project

MODULE 7: ADVANCED LASH STYLING & TREND TECHNIQUES

Module Overview

This module introduces students to advanced lash styling methods, trend-driven lash designs, and signature lash creation techniques used in the modern beauty industry. Students will learn how to create highly customized lash sets by combining advanced mapping, texture building, layering techniques, and specialized styling effects. The module focuses on artistic creativity while maintaining proper application standards, client suitability, and natural lash health.

Core Learning Areas

Advanced Lash Styling Principles

- Advanced Styling Concepts
- Lash Design Customization
- Artistic Lash Creation
- Client-Centered Styling
- Styling Objectives
- Professional Design Standards

Advanced Lash Mapping Techniques

- Advanced Mapping Systems
- Multi-Layer Mapping
- Texture Mapping
- Customized Lash Maps
- Symmetry Control
- Precision Design Planning

Wispy Lash Styling Techniques

- Wispy Lash Fundamentals
- Spike Placement Techniques
- Texture Creation
- Layering Methods
- Styling Balance
- Client Suitability

Kim K Lash Styling

- Kim K Lash Design Principles
- Structured Spike Placement
- Layer Management
- Texture Enhancement
- Lash Dimension Creation
- Professional Execution

Wet Lash Styling Techniques

- Wet Lash Effect Fundamentals
- Closed Fan Techniques
- Texture Building
- Density Control
- Styling Customization
- Client Suitability

Strip Lash Effect Styling

- Strip Lash Design Principles
- Dramatic Styling Techniques
- Layering Strategies
- Lash Density Management
- Symmetry Considerations

- Styling Performance

Anime Lash Styling Techniques

- Anime Lash Fundamentals
- Spike Mapping Techniques
- Lash Separation Concepts
- Creative Lash Placement
- Texture Creation
- Trend-Based Styling

Mega Volume Concepts

- Mega Volume Fundamentals
- Density Management
- Weight Distribution Principles
- Lash Health Considerations
- Advanced Styling Effects
- Safe Application Practices

Texture Building & Layering Techniques

- Layering Fundamentals
- Texture Creation Methods
- Lash Dimension Development
- Multi-Level Styling
- Lash Flow Control
- Artistic Customization

Signature Lash Set Development

- Brand-Specific Lash Styling
- Signature Set Design
- Client Personalization
- Service Differentiation

- Creative Styling Concepts
- Portfolio Development

Trend Analysis & Modern Lash Designs

- Industry Trends
- Social Media Lash Trends
- Emerging Lash Styles
- Client Demand Analysis
- Style Adaptation
- Professional Growth Strategies

Practical Advanced Styling Projects

- Wispy Lash Set Project
- Kim K Lash Set Project
- Wet Lash Set Project
- Anime Lash Set Project
- Customized Signature Lash Project
- Advanced Styling Assessment

MODULE 8: LASH RETENTION, MAINTENANCE & CORRECTION TECHNIQUES

Module Overview

This module provides students with a comprehensive understanding of lash retention science, maintenance procedures, corrective techniques, and client aftercare practices. Students will learn how to maximize lash retention, perform professional lash fills, safely remove lash extensions, identify application issues, and implement corrective procedures. The module focuses on maintaining long-term client satisfaction, protecting natural lash health, and improving overall service quality.

Core Learning Areas

Lash Retention Science

- Fundamentals of Lash Retention
- Factors Affecting Retention
- Lash Growth Cycle & Retention
- Environmental Influences
- Product Performance Factors
- Retention Best Practices

Adhesive Performance & Retention Optimization

- Adhesive Performance Principles
- Humidity Considerations
- Temperature Considerations
- Adhesive Curing Process
- Retention Enhancement Strategies
- Product Compatibility

Client Lifestyle & Retention Factors

- Daily Habits Affecting Retention
- Skincare Product Considerations
- Makeup Usage
- Sleeping Habits
- Environmental Exposure
- Client Education Strategies

Professional Lash Aftercare

- Aftercare Fundamentals
- Lash Cleansing Procedures
- Maintenance Recommendations
- Product Recommendations
- Retention Support Practices
- Client Compliance Strategies

Lash Fill Procedures

- Lash Fill Fundamentals
- Lash Assessment Procedures
- Fill Scheduling
- Lash Replacement Techniques
- Service Planning
- Professional Standards

Lash Extension Removal Techniques

- Lash Removal Fundamentals
- Removal Product Selection
- Safe Removal Procedures
- Client Protection Measures

- Natural Lash Preservation
- Professional Removal Standards

Lash Correction Techniques

- Correction Fundamentals
- Lash Direction Corrections
- Lash Symmetry Corrections
- Mapping Adjustments
- Design Improvements
- Corrective Service Procedures

Common Retention Problems & Troubleshooting

- Poor Retention Issues
- Premature Shedding
- Adhesive Challenges
- Client Compliance Problems
- Product Compatibility Issues
- Troubleshooting Strategies

Identifying Application Errors

- Isolation Issues
- Lash Stickies
- Improper Placement
- Overloading Natural Lashes
- Direction Problems
- Corrective Measures

Natural Lash Health Monitoring

- Lash Health Assessment
- Signs of Lash Stress
- Damage Prevention

- Lash Recovery Considerations
- Safe Service Planning
- Long-Term Lash Care

Client Communication & Retention Management

- Follow-Up Procedures
- Managing Client Expectations
- Retention Consultations
- Problem Resolution
- Client Relationship Management
- Professional Communication Skills

Practical Maintenance & Correction Projects

- Lash Fill Practice
- Lash Removal Practice
- Lash Correction Exercises
- Retention Assessment Projects
- Troubleshooting Case Studies
- Professional Competency Evaluation

MODULE 9: CLIENT CONSULTATION, PROFESSIONAL PRACTICE & PORTFOLIO DEVELOPMENT

Module Overview

This module prepares students for professional client interaction, consultation procedures, documentation, portfolio development, and service excellence. Students will learn how to conduct comprehensive consultations, manage client expectations, maintain professional records, build a strong portfolio, and deliver exceptional customer experiences. The module bridges technical lash skills with professional practice, helping students transition confidently into the beauty industry.

Core Learning Areas

Advanced Client Consultation Techniques

- Consultation Principles
- Client Interview Techniques
- Client Needs Assessment
- Service Recommendation Strategies
- Treatment Planning
- Consultation Best Practices

Client Expectations Management

- Understanding Client Expectations
- Realistic Outcome Discussions
- Service Limitations
- Expectation Alignment
- Professional Communication
- Managing Difficult Situations

Professional Client Record Management

- Client Record Systems
- Consultation Forms
- Treatment History Documentation
- Follow-Up Records
- Confidentiality Requirements
- Documentation Standards

Consent Forms & Legal Documentation

- Consent Procedures
- Informed Consent Principles
- Liability Awareness
- Documentation Requirements
- Professional Responsibilities
- Record Retention Practices

Professional Communication Skills

- Verbal Communication
- Non-Verbal Communication
- Client Relationship Building
- Professional Language
- Conflict Resolution
- Customer Service Excellence

Treatment Planning & Service Customization

- Service Planning Procedures
- Lash Style Recommendations
- Custom Treatment Design
- Client Suitability Assessment
- Long-Term Service Planning

- Personalized Service Delivery

Photography for Lash Artists

- Photography Fundamentals
- Before-and-After Photography
- Lighting Techniques
- Camera Positioning
- Image Quality Standards
- Professional Presentation

Portfolio Development

- Portfolio Planning
- Image Selection
- Portfolio Organization
- Professional Presentation
- Building Credibility
- Showcasing Technical Skills

Social Media for Lash Professionals

- Professional Online Presence
- Content Creation Fundamentals
- Client Attraction Strategies
- Portfolio Marketing
- Brand Consistency
- Social Media Best Practices

Customer Experience Management

- Client Journey Mapping
- Customer Satisfaction Strategies
- Client Retention Techniques
- Service Excellence

- Handling Client Feedback
- Building Long-Term Relationships

Professional Image & Career Development

- Personal Branding
- Professional Appearance
- Industry Networking
- Career Planning
- Continuing Education
- Professional Growth Strategies

Practical Consultation & Portfolio Projects

- Consultation Practice Exercises
- Treatment Planning Projects
- Documentation Exercises
- Portfolio Creation Project
- Photography Assessment
- Professional Practice Evaluation

MODULE 10: LASH BUSINESS DEVELOPMENT, BRANDING & CAREER SUCCESS

Module Overview

This module equips students with the business knowledge, branding strategies, and professional development skills required to build a successful lash career. Students will learn how to establish a lash business, attract and retain clients, develop service pricing structures, build a professional brand, market their services effectively, and create sustainable growth strategies. The module focuses on transforming technical lash skills into a profitable and professionally managed business.

Core Learning Areas

Introduction to the Lash Business Industry

- Lash Industry Overview
- Business Opportunities
- Service-Based Business Models
- Industry Trends
- Market Demand Analysis
- Professional Growth Opportunities

Business Setup Fundamentals

- Starting a Lash Business
- Home-Based vs Studio-Based Businesses
- Business Planning
- Equipment & Startup Requirements
- Professional Workspace Setup
- Business Readiness Assessment

Branding for Lash Professionals

- Introduction to Branding
- Personal Branding
- Business Branding
- Brand Identity Development
- Brand Positioning
- Brand Consistency

Service Menu Development

- Creating Service Menus
- Structuring Lash Services
- Service Categorization
- Premium Service Development
- Service Descriptions
- Menu Presentation

Pricing Strategies for Lash Services

- Pricing Fundamentals
- Cost Analysis
- Profitability Considerations
- Premium Pricing Strategies
- Competitive Pricing Analysis
- Pricing Adjustments & Reviews

Client Attraction & Marketing Strategies

- Marketing Fundamentals
- Target Audience Identification
- Client Attraction Techniques
- Referral Marketing
- Local Marketing Strategies

- Promotional Campaign Planning

Social Media Marketing for Lash Artists

- Social Media Fundamentals
- Content Creation Strategies
- Instagram Marketing
- TikTok Marketing
- Portfolio Marketing
- Building Online Visibility

Client Retention & Business Growth

- Client Retention Strategies
- Customer Loyalty Development
- Follow-Up Systems
- Rebooking Techniques
- Client Relationship Management
- Long-Term Growth Planning

Professional Sales & Consultation Skills

- Sales Fundamentals
- Consultation-Based Selling
- Upselling Techniques
- Cross-Selling Opportunities
- Client Education Strategies
- Ethical Sales Practices

Financial Awareness for Lash Businesses

- Income Tracking
- Expense Management
- Budget Planning

- Profit Awareness
- Business Sustainability
- Financial Goal Setting

Career Development & Professional Growth

- Career Pathways
- Continuing Education
- Professional Networking
- Industry Development
- Leadership Opportunities
- Long-Term Career Planning

Practical Business Development Projects

- Business Plan Development
- Brand Creation Project
- Service Menu Development
- Pricing Strategy Exercise
- Marketing Plan Project
- Professional Portfolio Presentation

Assessment & Certification

Students will be assessed through:

- Theory assessments
- Practical demonstrations
- Case studies and assignments
- Final practical evaluation

Certification

Upon successful completion of all course requirements and assessments, students will be awarded a:

Professional Diploma in Lash Extension Artistry

Issued by Pearls Beauty Institute

This curriculum is designed to prepare learners for professional practice and business success in the lash extension industry.