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...●●●PRO FUSION



L A S H & B R O W L A M I N A T I O N G U I D E

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L A S H & B R O W L A M I N A T I O N

WHAT MAKES ELLEEPLEX PROFUSION A WORLD LEADER IN LASH & BROW LAMINATION?

Since 1995 Elleebana has been a driving force in the lash & brow enhancement industry, with the flagship Elleebana Lash Lift range now exported to over 60 countries around the world. Elleebana continues to push the treatment evolution envelope and influence the global market with innovation and excellence.

Company Director, Otto Mitter is a qualified Make Up Artist, Cosmetic Chemist and award-winning global lash & brow educator with over 20 years of experience in the beauty industry.

In 2020, the global team from Elleebana brought their latest offering, Elleeplex Profusion.

Over two years research and hundreds of clinical trials by salon experts and educators around the world have resulted in Elleeplex Profusion – dual system for Lash & Brow Lamination.



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WHY DO SO MANY SALON PROFESSIONALS AROUND THE WORLD CHOOSE ELLEEPLEX PROFUSION BY ELLEEBANA?

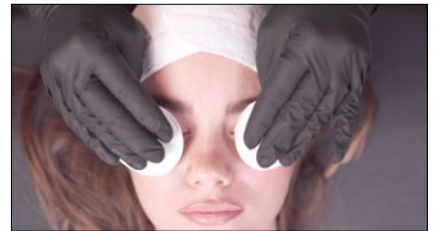
- Winner of the Product Innovation and Integrity Awards 2019 and 2020 – NALA Global Awards
- Vegan friendly, no animal products used
- Incorporates the ReGEN 2.0, the world's most innovative step 3
- Plant based alternative to keratin
- No ammonia
- No thioglycolate
- No sodium bromate
- Increases lash strength by up to 21% and elasticity by 18%
- Proprietary blend that repairs bond integrity on a molecular level during the process
- Contains Myristoyl Pentapeptide-17, Biotinoyl Tripeptide-1 to promote keratinocyte proliferation
- Contains amino acids Serine, Threonine, Arginine for strengthening and hydration
- Contains Panthenol, Biotin and over 8 plant extracts to boost lash health
- Lashes look longer and more voluminous for up to 6-8 weeks
- Takes the worry out of over processing
- Globally recognised and award-winning education program
- Trusted by thousands of salon owners in over 60 countries



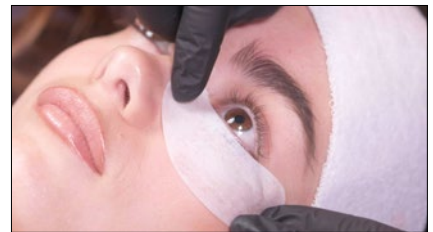
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L A S H L A M I N A T I O N : S T E P B Y S T E P

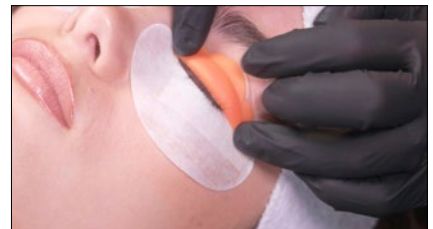
CLEANSE THE EYE area using Elleebana makeup remover on a cotton round or makeup pad. Ensure the client has their eyes closed and gently but thoroughly cleanse the eye lashes, eye lids, under the eyes and entire brow area to remove all makeup, products or natural oils from the eye area and lashes. If required double cleanse the eye area to ensure no residue remains. Lightly rinse the eye and lash areas with warm water to remove any remaining Elleebana Makeup Remover from the eye area and then dry thoroughly with a tissue.



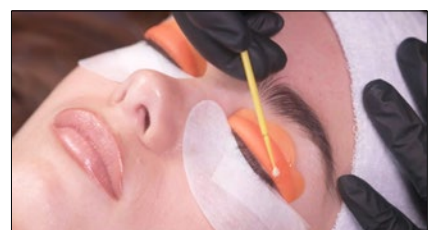
PROTECT THE LOWER LASHES by taping down the bottom lashes using protective under eye pads, micropore tape or sensitive tape. This ensures the lower lashes are not in contact with the lotions during the treatment and are protected from processing. It also ensures that the lower lashes are not attached by accident with the upper lashes and lifted in the same upward direction causing a less than desired outcome for your client's treatment.



ATTACHING YOUR SILICONE ROD to your client's eye lid will require you to apply a thin coating of lash lifting adhesive to the back strip of the silicone rod. If you are attaching the same rod that you just measured on your client's eye lid, use a micro brush to dip into your adhesive before coating the back of the silicone rod to avoid cross contamination. Once there is a thin coating on the back of the silicone rod, place the rod on the very edge of the lid as close as possible to the root of the lashes and continue with the same closeness the entire length of the lash line. Ensure the outer corners are not drooping and that no lashes are caught underneath the rod. Holding the rod in place for a short count of time with noticeably light pressure on both the inner and outer corners of the rod will help with the adhering process.



ADHERING LASHES INTO PLACE on the silicone rods will require you to apply a thin line of lash lifting adhesive along the front of the rod. Allow the adhesive to become tacky (only a few seconds and not long enough for the adhesive to completely dry). You may choose to work in sections at this point if you are not comfortable applying adhesive to the entire silicone rod (dividing the eye into three sections might suit you better)

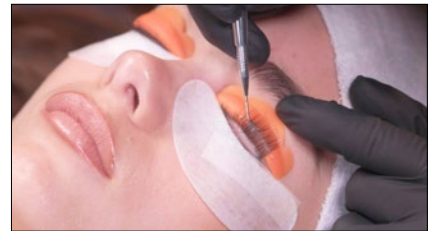


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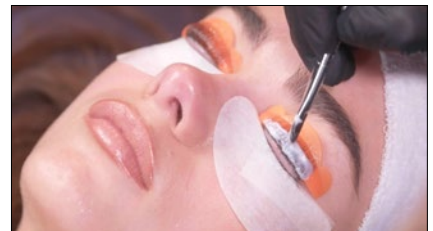
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USING YOUR ELLEEBANA PRECISION LIFTER TOOL

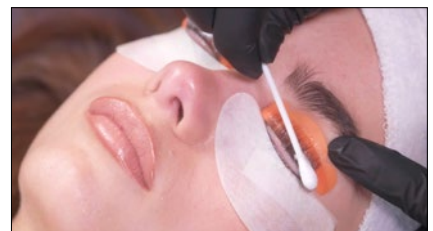
scoop a small quantity of lashes in the hooked section of the lifter tool and slowly lift and slowly roll and wrap the lashes firmly from the base up and around the silicone rod. Before releasing your lifted section hold the lashes in place for a short count. Using this lift, roll and hold technique you will encourage the lashes to stay in this position on the rod. If you begin to raise the lashes up and over the silicone rod before the adhesive is tacky you will only wipe off or scrap away your still wet adhesive and the lashes will not stick or hold in place.



LAMINATE - Open sachet marked step 1 in the Elleeplex lash lamination system and dispense into a tray, bowl, dish, glue ring or 2 in 1 mixing dish. Both the lamination and setting lotions required during the lash lamination treatment are a thick and creamy consistency to minimise the possibility of either of these products running into the eyes. Use an application brush to paint the step 1 lotion (lamination/lift lotion) from the base of the lashes to $\frac{3}{4}$ of the way up the lash or for a more dramatic lift, extend the lotion further to coat the majority of the lash.



REMOVE - After the lamination lotion has processed for the required amount of time - remove the towel and cotton pads, dry wipe off the lamination lotion using a cotton bud or micro brush being careful not to disrupt the location of the lashes along the silicone rod. Re-lift any disturbed lashes that have come away from the silicone rods by using additional adhesive. Remember to use micro brushes at this stage and do not cross contaminate the adhesive by touching the brush from your adhesive to the client's lashes.



SET + RE-GEN NEXT GEN FORMULATION - combine well Elleeplex step 2 setting lotion with Elleeplex Re-GEN 2.0 Cream formula in a ratio of 8 parts setting lotion to 1 part Re-GEN in a mixing bowl or 2 in 1 dish. Apply the setting lotion to the lashes with a clean application brush from the base of the lash to the entire lash allowing the ReGEN Next Gen to provide amazing nourishing and hydrating properties to the lash, locking in the valuable ingredients. This is the true benefit of combining the ReGEN 2.0 with your setting lotion as the lashes will be penetrated with nourishment and you are saving time.



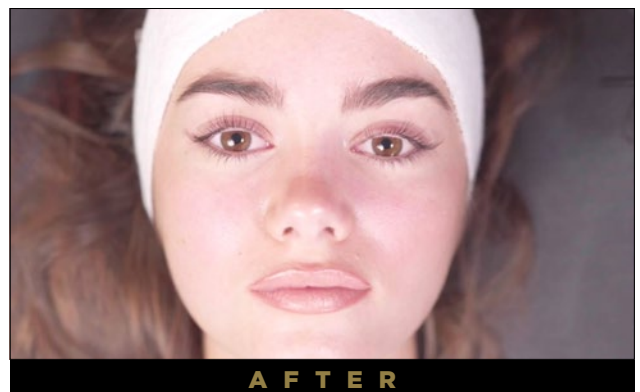
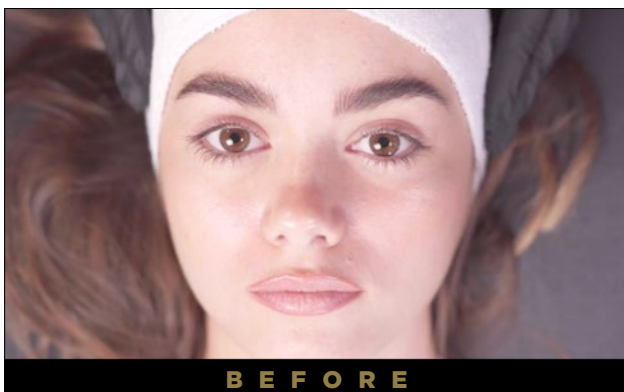
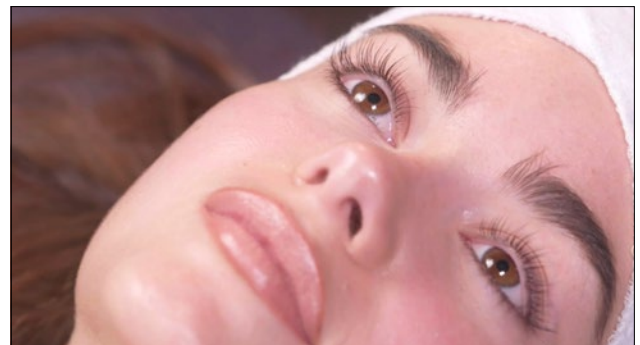
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REMOVE - After cleaning away any rubbish and rinsing your dish and brushes, prepare two half filled kidney dishes with warm water. This water must not be hot but should be warm to the client. After the processing time is complete, remove the towel, cotton rounds and the under-eye pads. Gently tilt the head and rest the first kidney dish with warm water beside the eye that you wish to rinse off. Dip a wet cotton pad in the warm water; press gently on the rod to soak the eye with the warm water and stroke the rod away from the eyelid in a downward motion. This step involves considerable rinsing of the eye and helps to remove the setting lotion breaks down the adhesive bonds and the silicone rod falls away from the clients' eye. Continue to rinse and bath the eye after the silicone rod has come away as correct and thorough removal of the lotions is extremely important. Repeat on the second eye. Wipe around the eye area to absorb any water with a tissue and dry the lashes. Comb the lashes with a mascara wand to separate the lashes and assess the lift.



RESULT - Longer, fuller-looking eyelashes without the use of extensions. Wow factor!



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**TRAINING IS ESSENTIAL TO
ACHIEVE PERFECT RESULTS**

At Elleebana we take pride in offering a globally recognized multi award-winning program. Award-winning educator and brand innovator Otto Mitter, brings over 20 years of experience to the Elleebana stable.

Otto is a regular speaker at the world's leading beauty conferences and exhibitions and one of the industry's most in demand judges for global eyelash lifting and eyelash extensions competitions.

THIS INFLUENCE BRINGS MANY OPPORTUNITIES



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ELLEEPLEX REGEN 2.0

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LASH LIFT THEORY WITH OTTO MITTER

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=-QVSN5PJWEC](https://www.youtube.com/watch?v=-QVSN5PJWEC)