

WRITTEN BY
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PHI ACADEMY

BASIC FOUNDATION EYELASH EXTENSIONS COURSE



GUIDE TO A SUCCESSFUL CAREER

PHILASHES

PhiLashes Basic Foundation Training demonstrates to the beginner lash artists, the basics of Individual eyelash extensions and advances to most difficult lashing techniques.

This program has been developed for any Beginner lash artist that wishes to start a career with skills and promises to set them apart from their competition.



Duration:

The In-Person Course duration is 1 Full Day (9:00 - 19:00)
Also included 6 months Online Access to all the Learning Material taught during the course

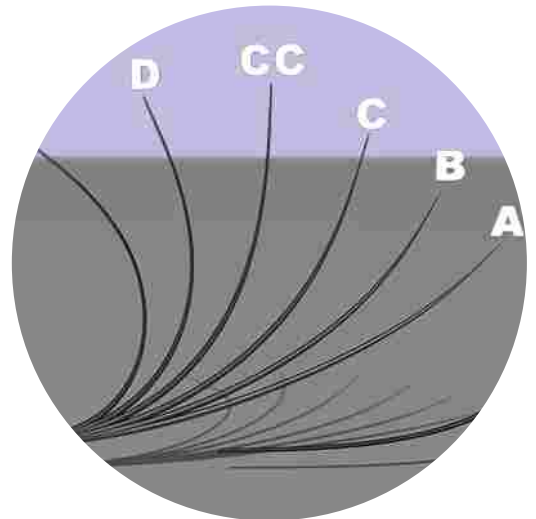
This Course includes Supervised Practice on a LIVE Model for each student during the training.

100% Instructor Based

WHAT YOU WILL LEARN

Foundations & Definitions

Natural Lashes LifeCycle
Eyelash Extensions Market & Characteristics
Necessary Tools For The Treatments
Ideal Enviroment
Conditions & Safety



Technical Procedures Before/During Customer

Identifying & Using the Tools & the Extensions
Adhesive Handling & Dipping Extensions
Correct Isolation/Direction & Distance
Face Symmetry & Styling
Eye Shapes & Lash Styles
Results, Exceptions & Troubleshooting

Interactive Customer Treatment

First Contact & Medical History
Removals & Refills
After - Care for Clients
Customer Frequently Questions
How To Take Professional Pictures



FREE-INCLUDED Courses

01



PHIACADEMY
SKIN EXPERT

- ✓ Understanding the Skin
- ✓ Skin Types, Functions and Changes
- ✓ Disorder of Melamine Pigmentation
- ✓ Skin Disorders & Treatments
- ✓ Facial Dermatoses

Find Out More

02



PHIACADEMY
FIRST CLASS
SERVICE

- ✓ Customer First
- ✓ Communication
- ✓ Interior Design
- ✓ Attitude
- ✓ Follow Up
- ✓ Improvement

Find Out More

03



PHIACADEMY
HYGIENE

- ✓ Health Standards
- ✓ Contamination & Infection
- ✓ Salon Hygiene
- ✓ Tools Hygiene
- ✓ Client Hygiene

Find Out More



PHI  LASHES

Basic Foundation Training
Premium Kit

Every Course includes the Training price in the price which is Vital for the Practical Part as well as enough to use for several customers even after graduation.

- | | |
|--|--|
| 1 Premium Faux Mink Lashes mixed lengths tray 0.10 C curl | |
| 1 Premium Faux Mink Lashes mixed lengths tray 0.12 CC curl | |
| 1 Premium Faux Mink Lashes mixed lengths tray 0.15 D curl | |
| 1 Lash palette | 1 Medical tape |
| 1 Isolation tweezer | 10 pairs gel free pads |
| 1 Curve tweezer | 10 pairs hydrogel pads |
| 1 Elite lash adhesive | 1 foaming cleanser |
| 1 speed up solution | 3 cleansing brushes |
| 1 cream remover | 1 tube of mascara brush (80pcs) |
| 1 crystal stone | 1 tube disposable micro applicator (100pcs) |
| 1 pack adhesive sticker (30pcs) | 100 disposable flocked lint free applicators |

Course Day Schedule

9:00 Registration

Registration and signing of the contracts between Master and each student. Get to know each other during snacks and coffee

12:30 Short Practice

Practice on hands position, the right tweezers & how to hold correctly & setting the lash direction.

Questions and answers

14:00 Client Theory

On-Client Theory about Face Shapes/Styles & Effects
Perfecting the Lashing Technique
Correct Amount of Adhesives & bonding
Uptaping techniques

15:30 Live Practice

Hands On Technical Procedures
Each Students start their practice on their live model.
Master supervises the practice for each student individually and correcting mistakes.

9:30 Theory

Basic information about the course regarding duration of the course, support, obtaining the Certificate etc.

Start of Theory

13:00 Lunch Break

Lunch break

15:15 Short Break

Short Student Break
Each Student Prepares their Model

18:30 Certificates

Skills Assessment and Feedback
Delivering the Certificates of Attendance to students
End Of Day

What About After The Course

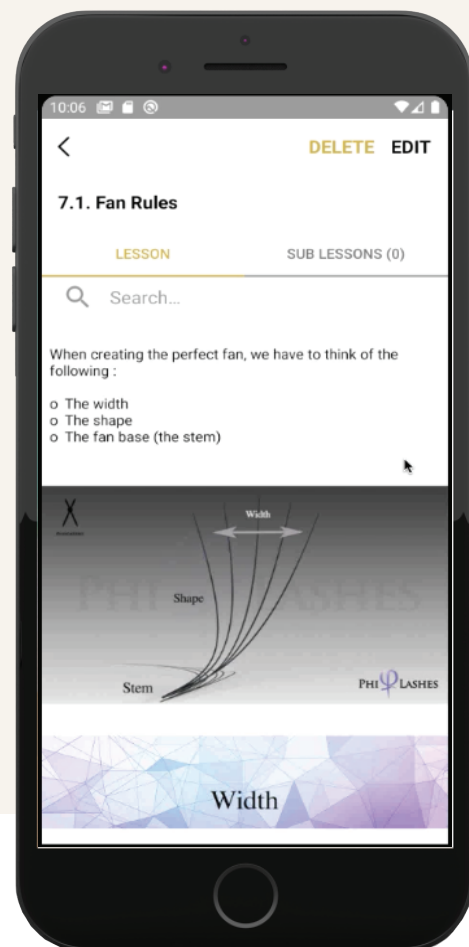
At the end of the course, you will get your certificate of participation, confirming that you have successfully attended the training.

In addition, you get full access to our professional Craft Master App for 6 months which contains the entire course which help you review and improve the acquired skill.

Also within Craft Master App you will find numerous exercises that will help you improve your craft Level and give you all the confidence to perform on clients

Once Graduated you will receive Your Personalised PhiLashes Logo by the Academy as well as Your Certificate by Mail.

- More Than 300 Pictures
- 100 Detailed Videos
- 3D Dynamic Animations
- 150 Descriptive Pages



Grow Within PhiAcademy

Artist

01

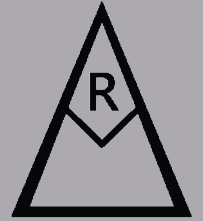


Each Artist obtains a certificate, logo with the unique number, introduction to the PhiLashes map on the website.

If an Artist wants to advance, he/she has to practice hard, publish his/her works and follow all the changes in techniques and materials

Royal Artist

02



Anyone who has been an Artist for at least 6 months, who is active on social networks and groups and whose works have been noticed by many Craft Masters can become a Royal artist

Master Assistant

03



Master Assistant is an active and experienced Royal artist who assists Craft Masters in their trainings and gets paid for it in agreement with the Royal artist. This position provides an opportunity to obtain knowledge in other educations, as well as more knowledge on how to train students according to PhiAcademy rules



Craft Master

Craft Master's job is to teach students according to PhiAcademy rules and the Craft Master application and guide them to pass all the levels and obtain the certificate.

Besides transferring theoretical knowledge about pigments, skin types, tools, hygiene, etc., Craft Master's task is to teach students how to approach their clients and to motivate the students to keep working with their constant support, as well as to respond to students within 48 hours