

firstchair.com

A Starter's Guide to a Beautiful Career

STARTING STRONG:

Tips from the top

lovely lashes

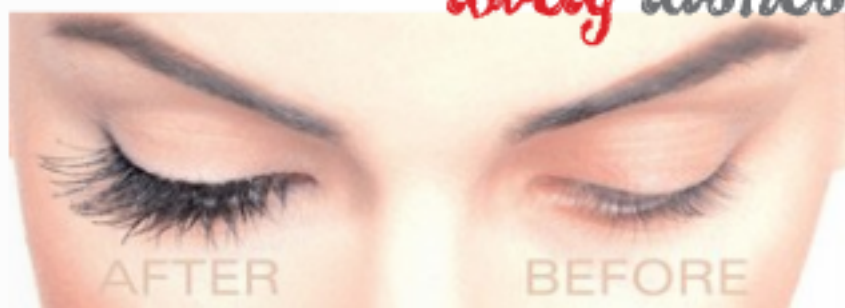
As a licensed professional, you should always be on the lookout for ways to expand your area of expertise. One of the biggest trends in

the market right now is eyelash extension services. Consider certification—watch Novalash's video testimonial by Sophia Navarro, a make-up artist who now runs her own eyelash extension business. She changed her career after taking an eyelash certification class—search "Novalash" at youtube.com.

Sophia Navarro, owner of Lash Co. in Houston, Texas

lovely lashes

What is the most-common mistake made by lash artists?



Navarro: Many lash artists apply extensions that are too long. It is important to mix different lengths and thicknesses to get a full, natural look instead of the dreaded spidery effect.

What tips do you have for aspiring lash artists?

Navarro: Don't be afraid to separate! This is so important so the lashes don't clump together. Be patient! It may take a long time when you first start but if you practice enough you will improve your timing.

What is your favorite extension story?

Navarro: When I had the opportunity to do Beyonce's lashes. I knew she had been exposed to many different types of lash extensions and different lash artists so I was thrilled that she came to me—and even more ecstatic when I saw her look in the mirror. She loved them