How to make your clients look **HOT**
By Choosing the **RIGHT** lash style for their eye shape

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Hi there,

I’m Mai, the founder of Asena Artistry! We offer the most comprehensive and fun online and in-person lash training programs!

Being lash educator, I came across many students who has lack of knowledge in styling the lash to suit their clients. Eye styling is such an important aspect of you lash journey. Getting it RIGHT is come with good knowledge, good technique, and of course practice.

In this book I will explain to you about eye shape then I will guide you “what to do” and “what not to do” for each eye shape. Once you have basic understanding of eye shape then I will show you the lash styles that is always impressed your clients.

I hope this book will serve as an amazing resource for you to help inspire your love for being a lash artist.
I'm so excited to teach you and help you brighten your lash journey!!! But before learning about eye shape and lash styles, I'm going to recap some basic information about the lash curls with you. So this will help you in deciding which curl suitable for each client.
The Curls (Summary)

Here are the lists of curls:

1. I → rarely used this day
2. J → similar to natural lashes, suits client who like natural look
3. B → suits client who like natural looking lashes with abit of lifting at the tip
4. C → give an effect of natural lift (commonly use curl for lash stylists)
5. CC → suits clients who like a little bit of a dramatic look but not too much (noticeable).
6. D → suitable for clients who like a dramatic look as this creates more lifting effect.
7. U → not very popular curl
8. L → suits Asian clients who has straight lashes
9. L+ → suits hooded eye and Asian eyes
Eye shape

**Almond Eyes**—As per traditional beauty standards, an almond eye shape is known to be the most beautiful eye shape. Highly versatile, almond eyes are the most symmetrical of all the eye shapes. This means one needs to put less effort in achieving the desired symmetry of the eyes, which is the actual goal of eye makeup. Almond shaped eyes are slightly pointed on the ends and are comparatively wider in the center but not too much compare to round eyes. Females with this eye shape have the liberty to experiment with different lash styling and curls as it is hard to make mistakes with this type of eye shape.

**Curls:** Most styles compliment this shape and you can try LC, C or D curls.
**Eye shape**

**Closed Eyes Set**—Closed Set eye shape is opposite of Wide Set eye shape and hence even the principles for balancing the shape are different from the Wide Set. Close Set shape can be benefitted by focusing on the outer corner of the eyes, so this is where the lash can be the longest and heaviest to draw the emphasis away from the inner corners. Since there is less space between the eyes, it is recommended to use cat eye style to make them appear wider and better. The lash extension should be selected in a way that they have shorter lashes at the inner corners and longer ones towards the ends of the eyes. The aim should be to make the distance between the eyes look wider.

**Curls:** For the flick effect at the outer part of the eye, B and C curls can be used.
Eye shape

Round Eyes—Round eyes have larger distance between the upper and the lower lids. Hence, it is important to elongate and balance out this large distance. With this eye shape, you can create a voluminous, flirty effect by adding length at the corners. An amazing look can be given by using longer extensions at the outer corners of eyes, giving it a natural cat eye effect. The aim is to avoid making the shape look even more rounded, so add length to the outer corners and elongate the eyes.

Curls: J, C and B curls go well with round eyes.
Eye shape

Deep eye set—As the name implies, Deep Set eyes are characterized by the eyes that are held back in the sockets. Generally known to be big, deep set eyes are easily overshadowed by the brow bone. This is mainly because they are set deeper in the skull, which creates the illusion of prominent bone. For this type, lashes with more density, volume and length are recommended as they will complement the shape very well. Since the aim is to hide the prominent bone and to bring the eye forward to that it looks widened, adding length towards the outer corner of the eyes would help.

Curls: Strong curls like CC, D and L can be used
Eye shape

Downturned eyes – Downturned eyes have drooping outer corners as compared to the inner corners. A perfect shape for creating a dramatic look, styling the right way can add an extra lift to the shape. This kind can be real challenging for some when it comes to using the extensions. If not done correctly, the eye shape can be easily exaggerated, appearing even more drooping and pulling the complete face down along with it. The key for downturned eye is the lift, which can be provided by using a strong curl towards the outer ends and keeping the length for the first section of the outer corners very short. This will ensure the focus is drifted from the downturned side, and towards the start of the iris and pupil. So, the aim is to lift the outer corners by adding length to the center of the eye and by avoiding highlighting the dropping sides.

Curls: Dramatic curls – D and L – can be used for the outer corners to add an extra lift effect. Never use J, B and C on the outer corners.
Lash Styling

Lash styles can be used to create different kinds of looks that can accentuate your eye shape. It is important to choose the right style for different clients as it will change affect their looks. Hence, the key is to know about all the styles so that you can give your best shot at it.

An important thing to note here is to never extend the length of extensions by more than 2 mm as it might damage the natural lashes of those who have weak eyelashes; it can even lead to fast falling off. Also, before starting the procedure, ask the clients to sit down and look straight so you can see you can be done to fix or enhance their natural eyes with these extensions. To be on a safer side, mark what you are going to do with an eyebrow pencil so that you know what needs to be done and you have the measurement when the client closes her eyes.
How to prepare for styling?

Before we proceed to any type of styling, the basic step is to divide the eyes into 3 sections – Inner section, Central middle and Outer section - and pupil into 2 sections as shown in the figure.

Few things that should be kept in mind –

1) The overall look of both the eyes should be symmetrical once you complete the treatment.
2) The extension on the left and right eye should be symmetrical.
3) The shape of both the eyes should be same.
4) Volume and lengths of the lashes should be same for both the eyes.

- Divide eyes to 3 sections
- Divide pupil to 2 sections
- Use Eyebrow pencil to mark your measurement
Lash Styling

let’s have a look at the basic types of lash styles:

**Natural**

Natural styling is good for all those who want a natural look as they are quite similar to the natural shape of the eye. As it goes well with most eye shapes, it is considered as the universal style.

**How to do it?**

First, divide the eye into three sections by using pupil as a measurement. The first section, which is the inner corner to the closet pupil line, should use length 7 to 10. For the second section, the middle section (between both pupil line), and the third section – the outer pupil line to the outer corner – length should be 11 all the way.

*Curl types?*

For natural styling, any curls can be used taking into consideration the eye shape of the client.
Lash Styling

Cat eyes

Sexy, stunning and seductive – this is how I would define this type of lash styling. Almost a perfect fit for those with rounder and shorter eyes, cat eyes styling tend to elongate the eyes of the client. It is perfect for those who are looking to elongate their lashes without the use of a liner. Cat eye lashes create a prominent effect on the outer sides of the eyes. The effect is created by putting shorter lashes in the inner eye corners and gradually increasing the length towards the outer corners. Cat eye lashes make the perfect look for a party night and even for a typical day!

How to do it?

From the inner corner to the outer corner, increase the length by 1mm, starting with 6 or 7 in the inner corner as this area has short and fine lashes. Towards the outer corner, probably 3-4 lashes, should be of length 10 or shorter as this area has fine and weak lashes.

Curl types?

For cat eyes styling, C, CC or D curls can be used. Some people also use B curl towards the outer corner while reducing the length by 1mm to give the flick effect.
Doll styling is also known as open styling. It is perfect for all those who have relatively smaller eyes as it actually opens up the eyes. The longer lashes present in the middle opens up the eyes, giving a doll look to the lady. Doll lash styling makes the eyes look bigger and better. It is a versatile lashing style that goes well with most of the eye shapes – particularly the hooded eyes, wide set eyes and small eyes. So, use it to make the eyes pop out.

**How to do it?**

Divide the eye into three sections by considering pupil as the measurement. The first section, which is the inner corner to the closet pupil line, should use length 7 to 11. For the second section, the middle section (between both pupil line), we are using length 12 and the third section – the outer pupil line to the outer corner – length should decrease down from 11 to 7.

**Curl types?**

C, D, CC, L and L+ can be used for a lifting effect.
The glam style is very similar to the natural lash style and suits all types of eye shapes. It is considered to be a bold lash styling type, which can be used to achieve much more than just the styling. Glam styling is a great choice for any type of special occasion as the extra touch will make the eyes stand out.

How to do it?

First, divide the eye into three sections by using pupil as a measurement. The first section, which is the inner corner to the closest pupil line, should use length 7 to 9. For the second section, the middle section (between both pupil lines), length 10 and 11 should be used. And for the third section – the outer pupil line to the outer corner – length should be 11, 10 and 9 until the outer corner is reached.

Curl types?

Any curl type would go well with glam lashes but the eye shape should be taken into consideration.
For the complete Eye Shapes and Lash Styling manual please visit www.asenaartistry.com
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