



the product book

NOVALASH[®]

NOVALASH®

Retail Products

AftercareKIT

FEATURES:

- Glycol & carbonate free 3-in-1 makeup remover, cleanser, and conditioning pads
- Specifically formulated mascara for use with NovaLash Eyelash Extensions when necessary
- Mascara brush to help maintain lashes

BENEFITS:

- Specifically formulated for use with NovaLash Adhesives
- CleanLASH pads are saturated with pomegranate seed oil for nourishing the eye area. CleanLASH is unique, specially woven, lint-free pads that do not catch the extensions or leave behind fibers like cotton balls or pads
- CleanLASH moisturizes and conditions extensions
- Reduces flipping, twisting, and tangling of extensions
- Regular use of CleanLASH & Mascara brush help reduce the possibility of eyelash extensions falling off prematurely
- Water soluble mascara
- Mascara helps fill in the lash line where extensions may have shed, keeping a full look as the touch-up appointment nears
- Increased salon revenues when retailed to all clients

QUANTITY:

- AftercareKIT sold individually
 - o AftercareKIT Contains:
 - o 1 CleanLASH by NovaLash-when used nightly lasts approximately two months
 - o 1 mascara by NovaLash
 - o 1 mascara brush



Aftercare Instructions Card

FEATURES:

- Complete aftercare instructions
- Simple and easy-to-read instructions

BENEFITS:

- Handy reminder for clients once they are home
- Maximizes proper NovaLash Eyelash Extension aftercare & education
- Reduces client claims of not knowing complete and proper care instructions

QUANTITY:

- Each pack contains 25 instruction cards



LASHcloud®

FEATURES:

- 100% natural, breathable silk fiber cover
- Unique crescent-shape

BENEFITS:

- Extensionists can experience easier, shorter touch-ups, improved client satisfaction and less corner denting of natural lashes and/or extensions.
- Prevents twisting and tangling of lashes
- Breathability for maximum comfort
- Reduces the appearance of swollen, puffy eyes, and under-eye bags
- Reduces friction, pulling and tugging on delicate under-eye and facial skin, resulting in the appearance of healthier, smoother-looking skin
- Perfect companion for home, travel, hospital stays
- Unique, upscale retail item that increases revenues

QUANTITY:

- Sold individually



mascara by NovaLash

FEATURES:

- Specifically formulated for use with NovaLash Eyelash Extensions
- Deep black color
- Clump-free

BENEFITS:

- NovaLash Adhesive friendly
- Water soluble
- Helps fill in the lash line where extensions may have shed, keeping a full look as the touch-up appointment nears
- Increased salon revenues when retailed to all clients

QUANTITY:

- Sold individually



cleanLASH™

FEATURES:

- Specifically formulated for use with NovaLash Eyelash Extensions
- Glycol & carbonate free
- Contains pomegranate seed oil

BENEFITS:

- Specifically formulated for use with NovaLash Adhesives
- Solvent free
- Specially woven lint-free pads that can be swiped directly on the extensions without snagging (or catching)
- Reduces flipping, twisting, and tangling of extensions
- Moisturizes and conditions extensions
- Regular use helps prolong the wear time of extensions
- Increased salon revenues when retailed to all clients

QUANTITY:

- Approximately 50 pads



Lash+Doctor®

FEATURES:

- 100% Prostaglandin free
- Enhanced with a combination of natural plant extracts, plant peptides, multi-vitamins and conditioners

BENEFITS:

- Conditions, strengthens, and maintains healthy hair growth of pre-existing live eyelash and eyebrow follicles
- Can be used daily while wearing NovaLash Eyelash Extensions
- Great for use with clients who have received damage to lashes from other services
- For use with clients with weak or thin lashes who want thicker, longer extensions
- pH balanced
- Safe for contact lens wearers

QUANTITY:

- 4ml (0.14 fl. Oz.)
- Sold individually



JETliner™

FEATURES:

- Extended-wear
- Waterproof
- Smudge-proof

BENEFITS:

- Decorates the eye
- 2 rich and creamy colors
- Cardinal Sin & Oak

QUANTITY:

- Sold individually

* Cardinal Sin



* Oak



LASHliner™

FEATURES:

- Micro-slim lining pencil
- Extra-fine point
- Rich, black color

BENEFITS:

- Reaches where no traditional eyeliner can, in between each lash
- Maintains the full NovaLash look when clients are nearing their touch up appointment

QUANTITY:

- Sold individually with our sharpener* also sold separately



+ Sharpener



Dual Sided Brush

FEATURES:

- Precision tip
- Blending tip

BENEFITS:

- Multiple uses
- Helps blend make up
- Small for use around the eye and crease of the eye

QUANTITY:

- Sold individually



Retractable LASHwand

FEATURES:

- Compact and portable
- Easy to clean
- Beautifully designed
- Boosts retail sales

BENEFITS:

- Fits in any makeup bag or travel bag
- Clients will see better results from brushing their lashes
- Prevent cross contamination
- Product is necessary for keeping extensions straight & in place

QUANTITY:

- Sold individually



NovaLash Lyme T-Shirt

FEATURES:

- Support Lyme Disease Awareness! Join Team NovaLash to help create an impact by purchasing this shirt that was specifically created to increase awareness for Lyme Disease awareness.

BENEFITS:

- Lightweight cotton

SIZES:

- S-XXL

QUANTITY:

- Sold individually



NovaLash Long Sleeve Gray Shirt

FEATURES:

- The NovaLash Long Sleeve Gray Shirt is ultra-soft and can be used during all seasons because of the quality, comfort, and rich gray color. You'll enjoy wearing the v-neck design, stretchable fabric, and fitted silhouette that will hug your curves. Made for all-day comfort and lasting wear, this will be your new favorite shirt

BENEFITS:

- Lightweight cotton

SIZES:

- S-XXL

QUANTITY:

- Sold individually



Limited Edition Lyme Fitted T-Shirt

FEATURES:

- NovaLash released this limited edition t-shirt in 2021 to increase awareness for Lyme Disease! A portion of the proceeds during the original campaign were donated to the Global Lyme Alliance. Get yours today while supplies last!

BENEFITS:

- Lightweight cotton

SIZES:

- S-XXL

QUANTITY:

- Sold individually



LASHbed Cover

FEATURES:

- Stretchable fabric
- Lash artist cutout
- NovaLash branded on both sides
- Soft and comfortable

BENEFITS:

- Fits most massage beds easily
- Does not wrinkle or crease
- Has four pockets on the feet corners so the legs of the massage bed sit inside reducing movement
- Cushion your massage bed with the NovaLash bed cover
- Easy to clean

COLORS AVAILABLE:

- Black
- White

QUANTITY:

- Sold individually





NOVALASH®

24 Hour Cream Shadows

NovaLash 24 Hour Cream Shadow Triptych

FEATURES:

- Long wearing
- No primer needed
- No need for touch-ups
- No creasing
- No dust or mess on the lash extensions
- Soft creamy texture
- Waterproof
- Humidity-proof
- Humectant
- Easy to apply
- Remove it when you choose
- Available in kits with complementary colors for the shadows and liners, along with application instructions for different looks



Sugar Candy Mountain

LIST OF KITS AND SHADES:

- **Black Eyes of Paradise** (Crystal White Grape, Gardens of Paradise, Houri + Cardinal Sin Liner)
- **Garden of Eden** (Purity, Lust, Original Sin + Cardinal Sin Liner)
- **Earthly Delights** (Milk & Honey, Earth Angel, Heaven & Hell + Oak Liner)
- **Forbidden Fruit** (Chastity, Heavenly, Oxblood + Oak Liner)
- **Sugar Candy Mountain** (Angel Face, Dragon Tree, Gilded Wing + Cardinal Sin Liner)

QUANTITY:

EACH KIT CONTAINS

- 3 Eyeshadows
- Dual Sided Applicator Brush
- 1 JETliner (Long Wear Eyeliner) - Cardinal Sin and Oak

* Now Available Separately



Black Eyes of Paradise

Earthly Delights

Garden of Eden

Forbidden Fruit

NovaLash 24 Hour Cream Shadows (Available Separately)

Sugar Candy Mountain

Black Eyes of Paradise

Earthly Delights

Garden of Eden

Forbidden Fruit



*Sparkle and Satin Finish

NOVALASH®

Professional Products



NOVALASH®

The Platinum Bond Series
Professional Lash Adhesives
& Adhesive Remover

Platinum Bond®

FEATURES:

- Physician-developed
- Extra Strength formula
- Holds 2x longer than competing brands
- Oil resistant
- Water-proof
- U.S. Patent-pending
- Only sold to certified professionals
- Packaged in an U.S. FDA inspected facility
- ICMAD 2007 Cosmetic product Innovation of the year

BENEFITS:

- No mascara needed
- Safe to immediately shower
- Safe to sauna or steam room
- Safe to use oils on extensions
- Can be worn indefinitely with monthly touch up appointments
- Dries glossy, rich, dark, black color to enhance the lash line

KEY INGREDIENTS:

- Rubberizing agent for flexibility, durability, and longer wear time

NET CONTENTS:

- 5ml (0.169 fl. Oz.)

Platinum Bond High Speed™ *for Volume Lashing

FEATURES:

- Physician-developed
- Extra Strength formula
- Oil resistant
- Water-proof
- U.S. Patent-pending
- Only sold to certified professionals
- Packaged in an U.S. FDA inspected facility

KEY INGREDIENTS:

- Rubberizing agent for flexibility, durability, and longer wear time

BENEFITS:

- No mascara needed
- Safe to immediately shower
- Safe to sauna or steam room
- Safe to use oils on extensions
- Can be worn indefinitely with monthly touch ups
- Lower fumes and quick drying
- Dries glossy, rich, dark, black color to enhance the lash line

NET CONTENTS:

- 5ml (0.169 fl. Oz.)



Sensitive Eyes™

FEATURES:

- Fume-free
- Non-irritating-great for use on allergy sufferers
- U.S. Patent-pending
- Physician Developed, Medical-grade
- Can be used on lower lashes
- Exclusive NovaLash® Product

BENEFITS:

- Non-irritating for sensitive eyes
- Flexible, Strong, and durable
- Oil-resistant, water-proof

KEY INGREDIENTS:

- Rubberizing agent for flexibility, long wear, and durability

NET CONTENTS:

- 5ml (0.169 fl. Oz.)



Royal Platinum Bond

FEATURES:

- Low viscosity
- Low fumes
- Instantly oil proof
- Immediately water proof and sweat proof
- Crack proof, made with a built-in rubber
- Long term results and 4-5 week infills
- Quickest drying adhesive in the Platinum Bond family

BENEFITS:

- Dries on average between 3-6 seconds
- 6-8 months shelf life
- Thinner consistency means smoother, cleaner bases with less adhesive and a lighter fan weight

KEY INGREDIENTS:

- Rubberizing agent for flexibility, durability, and longer wear time

NET CONTENTS:

- 5ml (0.169 fl. Oz.)



NovaLash Adhesive Remover

FEATURES:

- Moisturizing & Conditioning
- Contains no acetone
- Contains no Alcohol
- Exclusive NovaLash® Product

BENEFITS:

- Gentle on skin and lashes
- Safe for sensitive skin

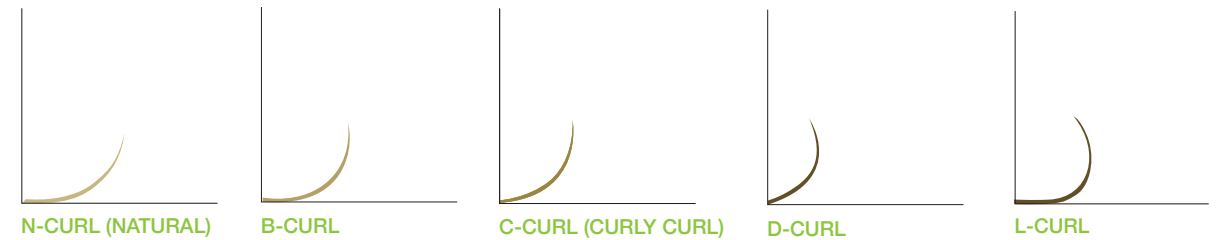
NET CONTENTS:

- 15ml



NOVALASH®

Professional Lash Extensions



Classic LASH Pots

BENEFITS

- Durable & Pre-curved
- Removes the need for your clients to use a lash curler on their natural lashes
- No more mascara needed
- Provides a darker, lusher lash line

FEATURES:

- Made of synthetic nylon fibers
- Non-allergenic



SIZES

93 different sized Classic LASH extensions.

	N-Curl	B-Curl	C-Curl	D-Curl
.15	6, 8, 10, 12, 14, 16mm	6, 7, 8, 9, 10, 11, 12, 14, 16mm	8, 10, 12, 14, 16mm	
.20	8, 10, 12, 14, 16mm	6, 7, 8, 9, 10, 11, 12, 14, 16mm	8, 10, 12, 14, 16mm	8, 10, 12, 14mm
.25	8, 10, 12, 14, 16mm	6, 7, 8, 9, 10, 11, 12, 14, 16mm	8, 10, 12, 14, 16mm	8, 10, 12, 14mm

QUANTITY

Each pot contains a single length of lash extensions.

- .20mm pots contain approximately 4000 to 4500 extensions



NATURAL CURL



B-CURL



CURLY CURL



D-CURL



NATURAL CURL

FEATURES:

- Long straight base and a slight curl at the very tip
- Designed for downward growing, straight, and very straight natural lashes
- Tapered tip
- Made of synthetic nylon fibers
- Non-allergenic
- Dark black color

BENEFITS:

- Subtle, delicate curl
- Pre-curved, removes the need for clients to use a lash curler
- Durable
- No more mascara needed
- Provides a darker, lusher lash line

CURLY CURL

FEATURES:

- Medium Straight base and a dramatic curl angle at the tip
- Designed for slightly curly to quite curly natural eyelashes
- Tapered tip
- Made of synthetic nylon fibers
- Non-allergenic

BENEFITS:

- Dramatic curl tip offers feminine, sophisticated, glamorous look
- Durable & Pre-curved
- Removes the need for your clients to use a lash curler on their natural lashes
- No more mascara needed
- Provides a darker, lusher lash line

B-CURL

FEATURES:

- Long straight base and a slight curl at the very tip
- Designed for downward growing, straight, and very straight natural lashes
- Tapered tip
- Made of synthetic nylon fibers
- Non-allergenic
- Dark black color

BENEFITS:

- Comes in both odd and even sizes to accommodate the NovaLash Technique when creating shorter lash styles
- Support of the Natural Curl with a bit more drama
- Durable & Pre-curved
- Removes the need for your clients to use a lash curler
- Great fit for the Asian eye shapes and lashes
- No more mascara needed
- Provides a darker, lusher lash line

D-CURL

FEATURES:

- Very short base and a very tight curl angle
- Designed for slightly curly to extremely curly natural eyelashes
- Tapered tip
- Made of synthetic nylon fibers
- Non-allergenic

BENEFITS:

- Tightest, deepest NovaLash curl
- Durable & Pre-curved
- Great fit for the African American eyes and lashes
- Removes the need for lash curler
- No more mascara needed
- Provides a darker, lusher lash line

novaMINX™ mix

FEATURES:

- Soft and supple texture
- Extremely light weight
- Excellent choice for sensitive eyelid skin
- High gloss
- Multiple lengths per box
- Sanitary, hygienic and reduces waste
- Maintains curl when wet
- Assortment of curls, lengths and diameters
- Incredibly cost effective

BENEFITS:

- NovaMINX all lengths are provided to perform the NovaLash multiple length bonding technique
- We suggest pricing a full minx set at 20% higher than their classic set
- Quicker application time- When used with NovaLash's glove technique and Platinum Bond, application time has been shown to decrease by at least 20 minutes, allowing our stylists to earn more per hour, schedule more appointments and achieve better client retention
- NovaLash's unique packaging design allows for a more hygienic application, small sections can be used at a time
- Soft and flexible extensions will sit better on the natural lash creating less friction for the client
- Artists do not need to purchase three lash pots or three different length trays – the necessary lengths are included in each box
- Customize and mix lengths, diameters or curls for a textured and more artistic look

QUANTITY:

- 4 sections in each row, each box containing 16 rows
- 1 extra row of 8mm to each box

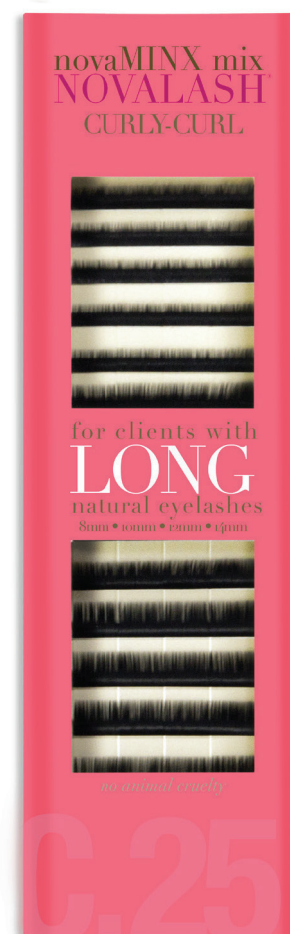
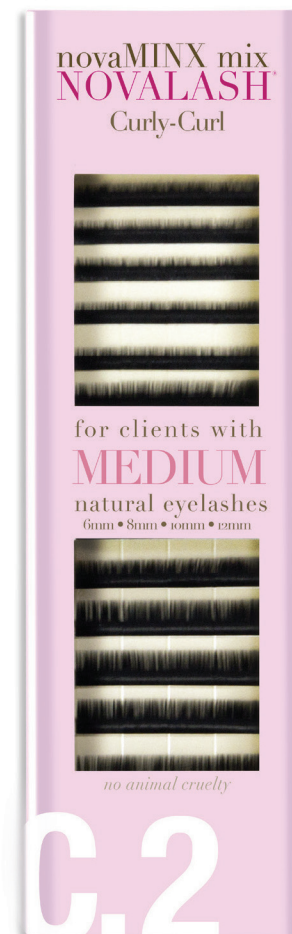
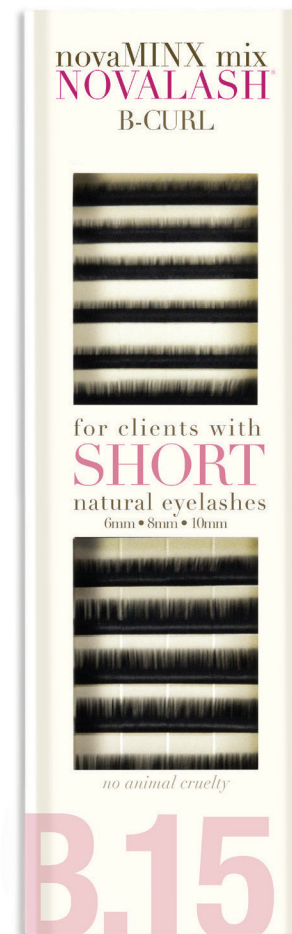
Available in 3 diameters – .15 .20 .25

Short: 6mm, 8mm, 10mm

Medium: 6mm, 8mm, 10mm 12mm

Long: 8mm, 10mm, 12mm, 14mm

*Also Available In Odd Sizes



novaMINX™ mix odds

AVAILABLE IN:

2 Diameters – .15 .20

4 Lengths: 7mm, 9mm, 11mm, 13mm



novaMINX™ mix just 8s & just 10s

FEATURES:

- Provides a strong foundation
- Supports NovaLash multiple length bonding technique
- Quicker application
- Multiple curls and diameters available
- Sanitary
- Maintains curl when wet

BENEFITS:

- Using lots of 8mm and 10mm support longer extensions
- 8mm create the very desirable eyeline effect
- 8mm and 10mm extensions applied to anagen and catagen lashes have strong retention and stay attached until the infill appointment, creating a fuller look and longer lasting results
- The use of 3 different lengths is required to create a strong lash line which has texture and support for the longer extensions
- Shorter extensions are used on all lash clients
- These extensions are stuck to a strip where you pull off each lash
- Can use sanitized scissors to cut larger strip into smaller pieces
- These extensions can be used with loose lash pot or novaMINX extensions
- These extensions are stuck to a strip where you pull off each lash
- Just 8's and Just 10's are available in .15, .20 and .25 diameters
- Extensions are available in B and C-Curl
- B-Curl can be used with Natural Curl
- C-Curl can be used with D-Curl

QUANTITY:

- 4 sections in each row, each box containing 16 rows
- 1 extra row of 8mm to each box



InLINE L-Curl

FEATURES:

- Soft and supple texture
- Extremely light weight
- Excellent choice for sensitive eyelid skin
- Tapered tip and round base maintains curls when wet
- Better flex and curl
- Straight base with sharp upward angled tip
- Does not poke or irritate skin
- Last longer and less retouching
- Perfect for straight and downward pointing natural lashes
- Available in multiple lengths and diameters

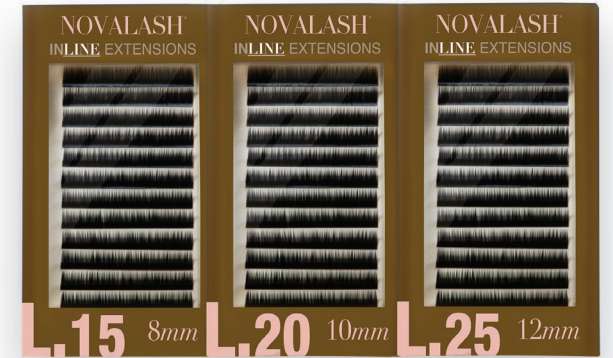
BENEFITS:

- Each tray has 12 rows of extensions or approximately 6000-7000 lashes depending on the diameter
- Before the L-Curl, clients would be offered the D-Curl as a curl to open up the eye
- The L-Curl is shaped to create a glamorous look for straight lashes
- Creates an upward, striking and lifted appearance to the lash line
- Tapered tip looks more natural and resembles a natural lash
- Round base is comfortable on the eye and will not irritate the lash line when placed properly
- Round base will not scratch
- Sharp curl will remain in place even when lashes are wet
- Sharp upward curl will make the eye pop and look open
- Straight base sits perfectly on straight lashes

QUANTITY:

- 12 rows in each box

Available in 3 diameters – .15 .20 .25
8mm, 10mm, 12mm



American Volume™

FEATURES:

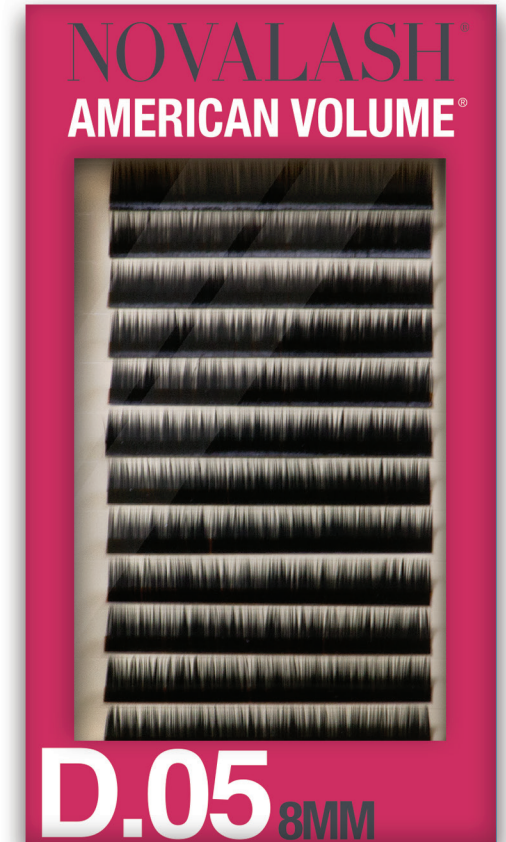
- Soft and supple texture
- Extremely light weight
- Excellent choice for sensitive eyelid skin
- Maintains curl when wet
- Longer lasting
- Smaller diameter than Classic extensions
- Better flex and curl
- Wider volume and thicker look
- Does not poke or irritate skin
- Last longer and less retouching

BENEFITS:

- Create beautiful, full, feathery volume the American way with varying lengths, textures and durability
- The American Volume extensions come in a tray and each tray contains 1 length/diameter/ curl of extensions
- Each tray has 12 rows of extensions or approximately 6000-7000 lashes depending on the diameter
- Volume extensions are of a smaller diameter than Classic extensions to allow for multiple extensions to be applied to one natural lash
- The American Volume Extensions are made of a synthetic fiber that have a dark black color and a soft feel which gives consumers the look of a much thicker and darker lash line

QUANTITY:

- 12 rows in each box



London Volume .03

FEATURES:

- Extensions are incredibly thin
- Extension come in one length per tray
- Extensions come off the strip easily, does not crease or fold
- Deep black in color
- Good for sensitive eyelids
- Retains shape when wet
- Better flex and curl
- Wider volume and thicker look
- Does not poke or irritate skin
- Last longer and less retouching

BENEFITS:

- Stylists can make larger, bigger, fluffier fans which will still be weightless on the natural lashes while creating a darker and fuller look
- Stylists will use more .03 lashes to create fuller, bigger fans
- One length per tray provide more lashes in a single size decreasing the need to purchase more trays if they were mixed trays
- Fans will stay intact as you need a very small amount of force to remove fans from strip. Less pressure means fans don't come apart
- Extensions will not crease as well because they are able to be pulled off the base strip with ease
- These extensions are made from a hypoallergenic synthetic fiber that will not lose its shape during wear

QUANTITY:

- 12 rows in each box



London Volume autoFAN mix camellia

FEATURES:

- Reduces application time of volume sets
- Creates a very dark, thick, textured lash line
- Soft and lightweight
- Available in C and D-Curl
- Longer lasting
- Smaller diameter than Classic extensions
- Better flex and curl
- Wider volume and thicker look
- Does not poke or irritate skin
- Last longer and less retouching

BENEFITS:

- Reduces the application time of London Volume and American Volume sets
Simply squeeze tip of forceps and pull fan toward you off the strip
- Useful for beginners or mixing in with hybrid sets. Comes off strip without residue at the base
- Each row has 3 different lengths creating a very unique textured look. Still retains shape with wet, will not lose curl
- Practically weightless on the lash line in thinner diameters
- Create fans up to 15D with .03 diameter
- Fans are instantly created with different length fibers
- C-Curl can be mixed with B-Curl for a less dramatic look
- D-Curl can be mixed with L-Curl
- C and D-Curl can also be mixed together for even more texture and density

QUANTITY:

- 12 rows in each box
 - 4 rows 7mm 8mm 9mm
 - 4 rows 9mm 10mm 11mm
 - 4 rows 10mm 11mm 12mm

Available in 3 diameters – .03, .05 and .07



LASHCandy

FEATURES:

- Long straight base and a nice curl at the very tip
- Patent-pending
- Exclusive NovaLash Product
- Suitable for all natural lashes
- Tapered tip
- Hand-dipped, freeze-dried, and crystallized synthetic nylon fibers
- Length: 14mm that is cut to size as needed
- Thickness: .15mm
- Colors:
 - o Cinnamon Toast (Brown)
 - o Black Raspberry (Blue-Black)
 - o Mint Chocolate Chip (Green)
 - o Pink Lemonade (Pink)
 - o Butterscotch (Gold)
 - o Sugar Plum (Purple)
 - o Licorice (Black)
 - o Wintergreen (Silvery Light Green)
 - o Snow Cone (Silvery Lilac)
 - o Gum Drop (Light Silver)

BENEFITS:

- Adds shimmer and sparkle to your existing NovaLash Eyelash Extensions & lash line
- Lasts up to two weeks
- Add-on service charged separately that increases revenues per client

QUANTITY:

- Approximately 100 lashes per pot
- Colors sold individually



Candied Lashes

FEATURES:

- Long straight base and a nice curl at the very tip
- Patent-pending
- Exclusive NovaLash Product
- Suitable for all natural lashes
- Tapered tip
- Hand-dipped, freeze-dried, and crystallized synthetic nylon fibers
- Length: 14mm that is cut to size as needed
- Thickness: .15mm
- Colors:
 - o Cinnamon Toast (Brown)
 - o Black Raspberry (Blue-Black)
 - o Pink Lemonade (Pink)
 - o Butterscotch (Gold)
 - o Sugar Plum (Purple)
 - o Mint Chocolate Chip (Green)

BENEFITS:

- Adds shimmer and sparkle to your existing NovaLash Eyelash Extensions & lash line
- Lasts up to two weeks
- Add-on service charged separately that increases revenues per client

QUANTITY:

- 6-pack of Approximately 100 lashes per pot
- No flavor (color) substitutions





NOVALASH®

Tools and Supplies

miniMr.™

The miniMr. releases a soft, super-fine mist to cure all adhesives in the Platinum Bond Series, which cuts drying time in half. It is small enough for travel and easy to handle. Simply spray lashes at the end of the service. Then follow up with a NovaLash miniFAN to dry and complete the service.

FEATURES:

- Small and compact in size
- Auto shut-off feature
- 3 ultra fine misting settings

BENEFITS:

- Speeds up the adhesive curing time
- Cools and refreshes the eye area
- Portable to carry in any bag
- USB charging cable eliminates the use of batteries

QUANTITY:

- Sold Individually

the Aura

FEATURES:

- Helps artists understand their working conditions
- Provided 24 hour average readings
- Long battery life and easy to display
- Reads in F and C plus shows humidity levels

BENEFITS:

- Stop guessing and understand in a moment what the humidity and temperature levels are in your lash room
- See what your workspace is doing when you aren't there
- There are three easy ways to display the Aura, hand on the wall, use the kick stand or use the magnet

QUANTITY:

- Sold individually



The Reflector™

FEATURES:

- Stainless steel
- Large Mirror
- Long handle with grip
- Allows artists to see under the lash line
- Suitable for right or left handed artists

BENEFITS:

- Helps you see each lash at various angles
- Ergonomically designed for use with either hand
- Easy to clean after each client
- Helps gain brand recognition on social media and associated artist with the worlds most awarded lash brand
- Saves artist time by not getting up out of the chair and walking around the bed to see front facing view
- Ensured the clients eyes are fully shut to avoid any fumes contacting the eyes

QUANTITY:

- Sold individually



Diamond Volume Forceps

FEATURES:

- Coated with 100% real natural crushed diamonds
- Precision tools
- Forceps are 5 1/2" long
- Resistant to corrosion
- Resistant to high temperatures
- Made of an anti-magnetic Anti-Acid Stainless Steel

BENEFITS:

- Makes the grasping of several extensions easier using the American Volume technique
- Improves separation process to achieve the NovaLash Technique
- Enhances ease of small lash isolation
- Reduces hand fatigue
- Reduces application time
- Autoclave safe

QUANTITY:

- Sold individually



STARlite Forceps

FEATURES:

- First in the industry to have unique inner texture
- Can be sterilized via any method
- Longer touch point
- Light weight
- Reduced pressure point
- Suitable for London Volume, American Volume, and Classic lashing methods
- Swiss made, precision tool

BENEFITS:

- Don't lose control of your fans or extensions
- Inner texture will make your lashing easier with more control
- Follow state board requirements for any method of sterilization and not worry about the forceps dulling, rusting or not performing to its high standards
- Now you can make up to 15D fans with the longer touch point
- There is more space to hold extensions so fans can be larger and wider
- Longer touch point means more control and space to hold extensions
- Lash longer and without muscle pain, these forceps are lighter and easier to hold and work with
- You do not need as much pressure as a traditional lashing tool, reduce muscle and hand strain, can use forceps longer without cramping
- STARlite forceps are suitable for all lashing methods, easy to transition between multiple services
- Forceps have incredibly high manufacturing requirements, finished by hand and goes through multiple quality control performed by human hands and eyes

QUANTITY:

- Sold individually



Dumont Forceps – Curved and Straight

FEATURES:

- Handmade in Switzerland
- Precision tools with super fine points
- Made of Inox stainless steel
- Resistant to corrosion
- Resistant to high temperatures

BENEFITS:

- Improves separation process to achieve the NovaLash Technique
- Enhances ease of small lash isolation
- Reduces hand fatigue
- Reduces application time
- Autoclave safe
- Dry Heat Sterilizer safe

SIZE:

- Tip dimensions – 0.4 mm x 0.2 mm
- Curved Fine tip dimensions- 0.2 mm x 0.12 mm

QUANTITY:

- Sold Individually or as a pair
- When purchased as a pair, a free forceps case is included



NovaLash Basic Forceps – Straight & Curved

FEATURES:

- Super fine point on the Basic Straight forceps
- Extra-long handle
- 100% stainless steel

BENEFITS:

- Easy grip of extensions
- Autoclave safe
- Fine tip tool allows for maximum control and performance

QUANTITY:

- Sold individually



Forceps Case

FEATURES:

- Specific place to insert forceps for maximized protection
- Tight closure

BENEFITS:

- Protects forceps from being bent or dulled
- Portable

QUANTITY:

- Sold individually or free with purchase of Dumont Forceps set



AirNova® by NovaLash

FEATURES:

- Exclusive to NovaLash
- Patented
- Quick drying system
- Water spray attachment to cure the adhesive

BENEFITS:

- Maximizes working speed
- Speeds drying time and ensures clients do not open eyes before adhesive is dry
- Cools the eye area and feels like a massage for your clients
- Aids in eliminating clumping or sticking of extensions
- PSI up to 60
- Creates a five-star level of drying experience for clients and also works faster than other drying methods saving your time and making you more money



Braided Hose

FEATURES:

- Lightweight
- Industrial strength material

BENEFITS:

- The hose has enough length to drag across workspaces if needed
- Easy to install with screw-on assembly

QUANTITY:

- 1 unit



Air Compressor

FEATURES:

- Exclusive to NovaLash
- Patented

BENEFITS:

- PSI up to 60

QUANTITY:

- 1 unit



Coiled Hose

FEATURES:

- Lightweight
- Retractable Spiral Coil

BENEFITS:

- The hose is coiled for convenience and takes up little space, which is great for small work areas
- Easy to install with screw-on assembly

QUANTITY:

- 1 unit



Foot Pedal

FEATURES:

- Hands-Free accessory

BENEFITS:

- Save time during the drying process by using the foot pedal to cure your client's lashes

QUANTITY:

- 1 unit



Airbrush Adapter

FEATURES:

- Sleek metal design
- Comfortable in your hand

BENEFITS:

- Reduces hand fatigue

QUANTITY:

- 1 unit



Tip and Glass Jar for the Airbrush Adapter

FEATURES:

- Separate attachment available
- Easy to attach to the airbrush adapter

BENEFITS:

- Detachable device makes it easier to remove when needed
- You do not have to worry about purchasing another full airbrush adapter

QUANTITY:

- 1 unit



Dry Heat Sterilizer

FEATURES:

- Quick sterilization time
- Heats to 250 celsius

BENEFITS:

- Destroys all microorganisms and spores
- Increase tool sanitation
- Decreases time needed between clients
- Minimizes cross-contamination via tools when working with multiple clients

QUANTITY:

- Sold individually



Replacement Beads for Dry Heat Sterilizer

FEATURES:

- Small, compact beads

BENEFITS:

- Safely sterilizes your tools
- Makes it easy to replenish your Dry Heat Sterilizer at any time

QUANTITY:

- 1 unit



miniFAN

FEATURES:

- Gentle breeze
- Portable and compact
- Slim, light-weight design
- Flexible plastic blades
- Battery operated drying fan

BENEFITS:

- Creates a pleasant cooling effect for your client
- Designed to fit easily in the hand
- Designed with safety in mind
- Helps remove adhesive fumes and also assists in the drying process of the Platinum Bond adhesives



Vinyl Pad by NovaLash

FEATURES:

- Texture allows for easy individual lash extension pick up
- Light color

BENEFITS:

- Increases visibility of extensions
- Aids in organization, selection, and arrangement of lash extensions

QUANTITY:

- Sold individually



NovaLash Microbrushes

FEATURES:

- Super-slim, fine tipped brush

BENEFITS:

- Increases precision in removal

QUANTITY:

- Pack of 20



NovaLash Parafilm

FEATURES:

- Stretchable film
- Waterproof

BENEFITS:

- Helps retain NovaLash adhesive dome shape
- Reduces exposed surface area of NovaLash adhesives
- Maximizes adhesive usability while working

QUANTITY:

- 24 squares per order



Under Eye Stickers

FEATURES:

- Easy to use; peel-and-apply
- Pre-shaped
- White color

BENEFITS:

- Provides a smooth white background increasing visibility of natural lashes during isolation
- Secures bottom lashes in place
- Gentle on sensitive skin and better alternative to using medical tape on delicate under eye skin

QUANTITY:

- Pack of 5 sheets (1 sheet has 7 sets of Under Eye Stickers by NovaLash)



Gel Patches

FEATURES:

- Accommodates most eye shapes
- Pliable and easy to adjust
- Large white color work surface area

BENEFITS:

- Provides a smooth white background increasing visibility of natural lashes during isolation
- Secures & protects bottom lashes
- Reduces the appearance of eye puffiness & dark circles
- Adds an upscale feel to the service

QUANTITY:

- 10 pairs in a pack



Mascara Brushes

FEATURES:

- Fine bristled lash brush
- Disposable

BENEFITS:

- Does not snag or catch extensions as a metal or plastic comb may
- Helps fluff and maintain the NovaLash Look
- Economical for use with each service
- Increased salon revenues when retailed to clients
- Hygienic

QUANTITY:

- 25 per pack



Double-Sided Tape

FEATURES:

- Easy to use; peel-and-apply
- Very cost effective product
- Keeps parafilm, adhesive, and lash extensins in place

BENEFITS:

- Lash faster and smarter by using the NovaLash Glove Method
- Works in conjunction with the Platinum Bond series of adhesives
- Inexpensive product that will reduce the application time of the infills or full sets

QUANTITY:

- Sold individually



Practice Lashes

FEATURES:

- Easy to use, peel, and apply
- Dark, black color for good visibility during practice application
- Thin lash band

BENEFITS:

- Mimics natural lashes for accurate representation
- Self-adhesive band creates less work in application and clean up on the mannequin head

QUANTITY:

- 1 set includes 5 pairs of lashes



Pink Travel Case

FEATURES:

- Hard shell exterior
- Comfort grip handle
- Large storage space with multiple shelves

BENEFITS:

- Provides great ease of use for mobile lash artists
- Ample storage allows you to store all your essential tools and accessories

SIZE:

- 13 x 9 x 11"



Mannequin Head

FEATURES:

- Mimics the natural curvature of a head
- Soft silicone material
- Flat back and tripod insert

BENEFITS:

- The natural shape aids in correct hand placement to prevent fatigue
- Gives you the real-life experience you need to build the confidence before working on live clients
- Reusable and easy to clean
- Can be used on multiple surfaces, including tripods when used for state board

SIZE:

- 1 unit





NOVALASH®

Training Course Kits

Business in a Box

FEATURES:

- Includes NovaLash Platinum Bond Adhesive, Sensitive Eyes Fume-Free, & Adhesive Remover
- Each pot of lashes contains at least 2000 extensions

BENEFIT:

- Kit contains enough product to apply approximately 200 full sets of NovaLash Eyelash Extensions

QUANTITY:

- 1 Box *Available for purchase by NovaLash Certified Lash Stylists or when professionals register in an upcoming training seminar with NovaLash



Business in a Box

KIT INCLUDES:

- 1 Business in a Box Case
- 2 Platinum Bond Adhesive (5mL)
- 2 Sensitive Eyes Adhesive (5mL)
- 1 Moisturizing Adhesive Remover (15mL)
- 1 Dumont curved forceps
- 1 Dumont straight forceps
- 1 Forceps Case
- 1 Basic curved forceps
- 1 Basic straight forceps
- 1 novaMINX B .20 Short
- 1 Natural Curl .15mm x 8mm
- 1 Natural Curl .15mm x 10mm
- 1 Natural Curl .15mm x 12mm
- 1 Curly Curl .20 x 8mm
- 1 Curly Curl .20 x 10mm
- 1 Curly Curl .20 x 12mm
- 1 Curly Curl .20 x 14mm
- 1 Curly Curl .25 x 10mm
- 1 Curly Curl .25 x 12mm
- 24 Parafilm squares (4 sheets of 6)
- 20 Microbrushes (1 pack)
- 10 Gel Patches (1 pack)
- 56 pairs Undereye Stickers (8 sheets of 7)
- 1 Vinyl Pad
- 1 Mini Fan
- 1 Aftercare Kit
- 1 Anaeli Window Static Cling
- 25 Aftercare Cards (1 pack)
- 25 Postcards (1 pack)
- 25 Brochures (1 pack)
- High-quality certificate paper for printing of electronic certificate

Classic Conversion Kit

FEATURES:

- Products were strategically chosen for already trained artists
- Includes Dumont Forceps
- Includes NovaLash core products

BENEFITS:

- Offers a seamless transition to the NovaLash technique
- Introduces electron microscopy instruments to converted NovaLash artists
- Introduces all of NovaLash's products needed for a full application

SIZE:

- 1 box



London Volume Kit

FEATURES:

- Includes Royal Platinum Bond Adhesive
- Includes STARlite forceps
- Includes all the core products for NovaLash London Volume application

BENEFITS:

- Fastest drying adhesive for quicker application
- Laser-etched electron microscopy instrument that will hold extensions and secure fans better
- Gives you peace of mind that all of your products are in a convenient, all-in-one package

SIZE:

- 1 box



American Volume Kit

FEATURES:

- Includes High-Speed Platinum Bond Adhesive
- Includes Diamond Volume Forceps
- Includes all the core products for NovaLash American Volume application

BENEFITS:

- Quicker drying adhesive specifically made for volume fans
- The textured tip allows for an easier grip of smaller diameter volume extensions
- Gives you peace of mind that all of your products are in a convenient, all-in-one package

SIZE:

- 1 box



NOVALASH®

Marketing Materials

Platinum Bond Adhesive Challenge Table Top Display

FEATURES:

- Foam core backing
- Built-in support on back of display

BENEFITS:

- Compelling evidence of the benefits of using NovaLash over other brands of adhesive

SIZE:

- 8 ½" x 11"



AftercareKit Products Table Top Display

FEATURES:

- Foam core backing
- Built-in Support on back of display

BENEFITS:

- Explains the importance of using proper aftercare products
- Promotes additional salon/spa revenues through sales of aftercare products

SIZE:

- 8 ½" x 11"



Anaeli Before & After Table Top Display

FEATURES:

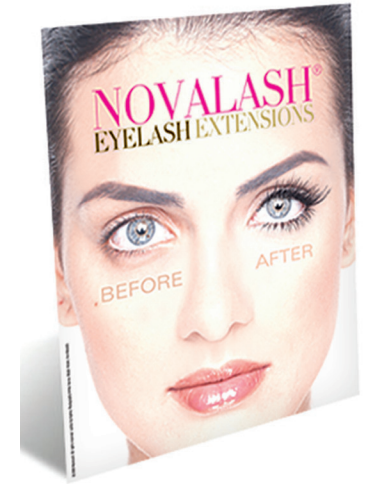
- Foam core backing
- Built-in Support on back of display

BENEFITS:

- Great as a reception desk or station display
- Clearly explains the story of NovaLash Eyelash Extensions
- Great way to brand yourself as NovaLash certified by using iconic image
- Creates awareness of the service in your salon

SIZE:

- 8 ½" x 11"



Anaeli Candied Lashes Table Top Display

FEATURES:

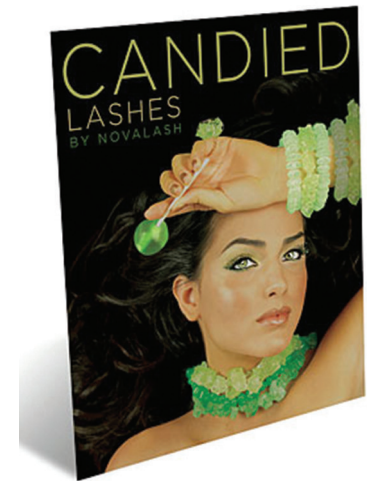
- Foam core backing
- Built-in Support on back of display

BENEFITS:

- Promotes additional salon/spa revenues through up-sell of Lash Extension options

SIZE:

- 8 ½" x 11"



NovaMINX Table Top Display

FEATURES:

- Built-in support for the back of your display

BENEFITS:

- Perfect to display at the front desk for your salon or spa
- Serves as a great advertisement to describe the eyelash extension offerings

SIZE:

- 28 x 22"



Platinum Bond Adhesive Challenge Window Static Cling

FEATURES:

- Made from durable vinyl material
- Adhesion layer on both sides

BENEFITS:

- Educates customers on the durability and longevity of NovaLash Platinum Bond
- Serves as a great reference when discussing the benefits of your services with potential customers
- Can be placed on both windows and mirrors

SIZE:

- 8.5" x 11"



American Volume Certified Window Static Cling

FEATURES:

- Made from durable vinyl material
- Adhesion layer on both sides

BENEFITS:

- Shows customers your enhanced skills by displaying that you are American Volume certified
- Highlights the luxurious benefits of wearing American Volume lashes
- Can be placed on both windows and mirrors

SIZE:

- 11" x 8.5"



Anaeli Before & After Window Static Cling

FEATURES:

- Made from durable vinyl material
- Adhesion layer on both sides

BENEFITS:

- Clearly explains the credibility and differentiators of NovaLash
- Educates customers on why they should choose NovaLash
- Can be placed on both windows and mirrors

SIZE:

- 11" x 8.5"



Lindsay Window Static Cling

FEATURES:

- Made from durable vinyl material
- Adhesion layer on both sides

BENEFITS:

- Explains the high quality of our eyelash extensions
- Highlights how life-friendly NovaLash eyelash extensions are
- Can be placed on both windows and mirrors

SIZE:

- 8.5" x 11"



Lash+Doctor Brochure

FEATURES:

- Promotional brochure
- Educate your clients on eyelash/eyebrow growth serums
- Features specific ingredients & their respective benefits

BENEFITS:

- Increases awareness of NovaLash compatible products in your salon/spa
- Promotes additional salon/spa revenues through sales of additional NovaLash product options
- Gives concise, accurate information to clients

SIZE:

- 3 1/2" x 8"



Anaeli Marketing Brochure

FEATURES:

- Promotional brochure
- Space provided for attaching your salon/spa's business card for customization
- Features dramatic before & after photo of NovaLash's iconic image

BENEFITS:

- Increases awareness of the NovaLash brand and service in your salon/spa
- Promotes additional salon/spa revenues through up-sell of Lash Extension options
- Gives concise, accurate information to clients
- Use for events, gift bags, takeaways, promotions

SIZE:

- 3 1/2" x 8"



NOVALASH®

Textbook

Textbook

FEATURES:

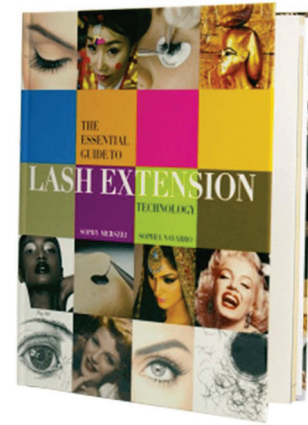
- Hardcover
- 151 pages of content

BENEFITS:

- The first textbook ever published on the subject of eyelash extensions
- Empowers you with knowledge about the history of false lashes, the advent of extensions, and proper safety precautions

SIZE:

- 8.75 x 11.25"



NOVALASH®

Bundles

Education Bundle

FEATURES:

- Includes a NovaLash branded folder, notebook, pen, and lapel pin

BENEFITS:

- Provides students and lash artists with branded office supplies to do their important work
- Proudly show that you are #teamnovalash with the lapel pin

QUANTITY:

- 1 of each product



Aftercare Bundle

FEATURES:

- Packaged for lash artists to provide retail products to clients
- Use of products promotes hygiene
- Boosts retail sales
- Provides a huge value of savings

BENEFITS:

- Clients will have the choice of purchasing necessary aftercare items to maintain their lash extensions
- Hygiene is a must with NovaLash eyelash extensions. These products provided the necessary items to achieve high standards of cleanliness
- Every client should be using aftercare products which enhances their lash wearing experience
- Saving 20% on purchasing these items means you will make 20% more on your retails and aftercare sales of the included items

QUANTITY:

- 1 bundle which includes 10 CleanLASH, 5 Aftercare Kits, 5 Mascaras, and 5 Retractable LASHwands



The Bundle

FEATURES:

- Customizable
- Great for full-time lash artists
- Provides a huge value of savings

BENEFITS:

- Allows the artist to create custom orders based on their needs
- Gives you confidence knowing you have all the core products you need for application
- Saving 20% on purchasing these items means you will make 20% more on your retails and aftercare sales of the included items

QUANTITY:

- 1 bundle, which includes 15 lash extensions and 1 adhesive bottle of your choice, 8 boxes of Gel Patches or 12 sheets of Under Eye Stickers, 4 sheets of Parafilm, and 2 rolls of Double-Sided Tape



The mini Bundle

FEATURES:

- Customizable
- Great for part-time or new lash artists
- Provides a huge value of savings

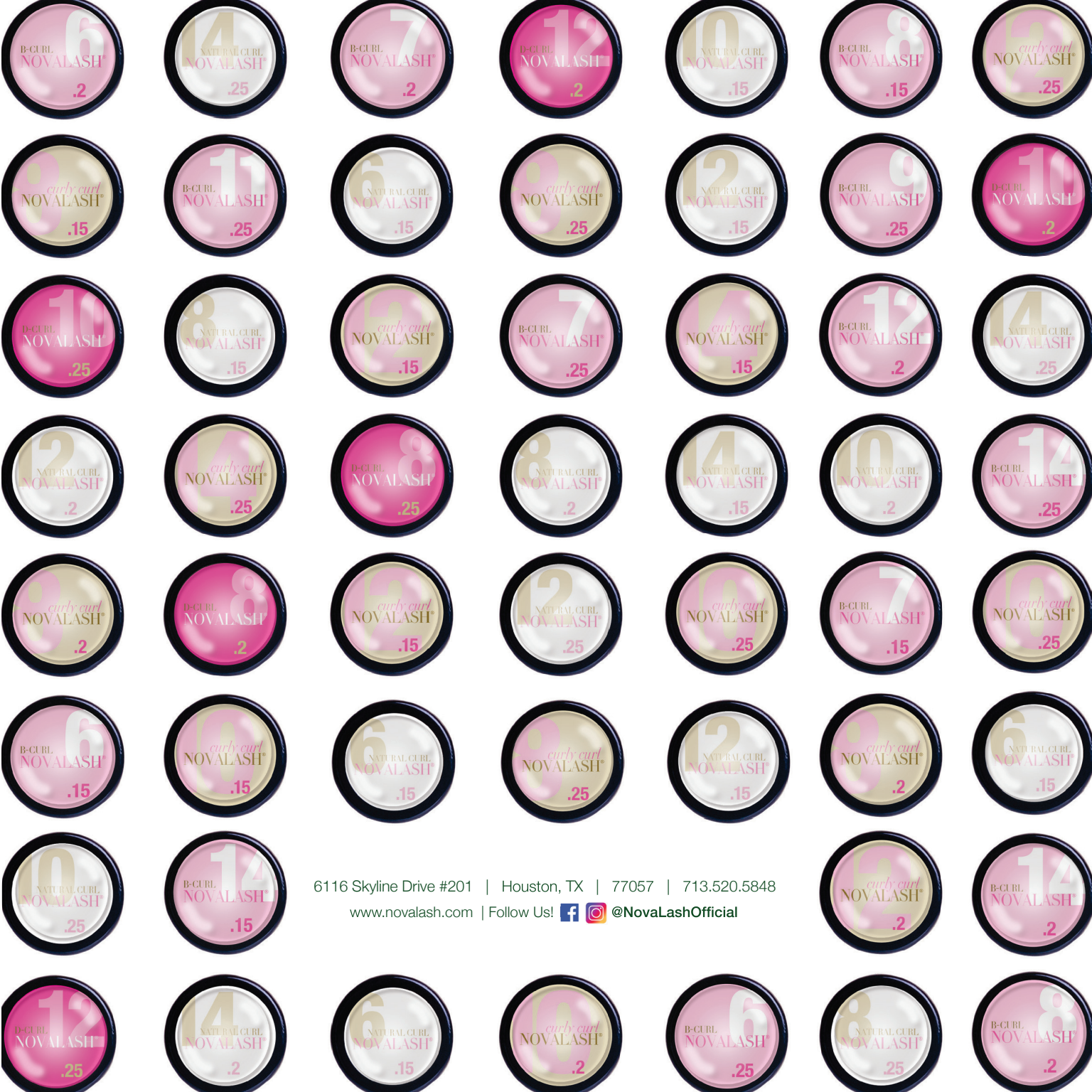
BENEFITS:



- Allows the artist to create custom orders based on their needs
- Gives you confidence knowing you have all the core products without too much product
- Saving 20% on purchasing these items means you will make 20% more on your retails and aftercare sales of the included items

QUANTITY:

- 1 bundle, which includes 8 lash extensions and 1 adhesive bottle of your choice, 4 boxes of Gel Patches or 6 sheets of Under Eye Stickers, 4 sheets of Parafilm, and 1 roll of Double-Sided Tape





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