

Why should I choose Xtreme Lashes™?

Xtreme Lashes™ Industry Presence

We are a strong company with the incentive of establishing a strong industry. We employ over 20 individuals out of our corporate office in Houston, Texas including our fully staffed customer service and shipping departments. We have an additional staff of 18 (and growing) field trainers located around the US and Canada who are impeccably and thoroughly trained to conduct our in depth Training & Certification Workshops. We currently have international distributors located in Australia, South Africa, Germany and Ireland and are set to expand to an even greater global presence in the coming year. We are not a home-based business selling to make a quick buck. We are here for you now and we will be here for you in the future.

Xtreme Lashes™ Attention To Quality

Xtreme Lashes™ made a tremendous investment in research and development prior to introducing any products or training to the market. It was important to us that we set the bar high for ourselves in order to protect the end consumers, our salon clients and ultimately ensure the success of the eyelash extension industry. Quality and safety have always been and will always be at the forefront of our minds when making decisions and developing solutions. Because of this we introduced high quality from the start and have built and maintained a reputation for having the strictest standards in the industry. Xtreme Lashes™ continues to devote a substantial amount of resources to research and development because we know without a doubt that even the best can always be made better.

Xtreme Lashes™ Service

Xtreme Lashes™ was founded by Jo Mousselli, RN, BSN and Martin Dale, BS ChE, MBA. With a Registered Nurse and a Chemical Engineer at the helm Xtreme Lashes™ has grown from a small company to a large but surprisingly close knit network of Trainers and Support Staff. Our Customer Service is second to none with our full staff that operates from 8am to 9pm Monday thru Friday and 9am to 6pm on Saturdays. We pride ourselves and assisting each and every client, potential client and end consumer immediately and thoroughly. We know how important service is, especially when working with those in a service related industry and we work hard to make sure we take care of the people who look to us for guidance.

Xtreme Lashes™ Products: Prime Examples Of Our Attention To Detail

Our Adhesive: By far the most important component of any eyelash extension procedure, our adhesive was developed to exacting specifications. Our top priority was ensuring a thoroughly safe product so we chose to follow the standards set by the US Medical Industry and top US Surgeons. The main ingredient in our adhesive is the same ingredient used for sutureless wound closure. Once we had the assurance of safety we concentrated on effectiveness. We tweaked and modified the various concentrations of the active ingredients until we found the perfect blend of longevity, flexibility and strength. Our adhesive has now developed a reputation that precedes us because of the Xtreme quality of the bond. It's safe, odorless, long lasting, dries quickly and dries flexible. It is the best adhesive on the market today for eyelash extensions. However, we are continuing to do research and development in this area to further improve the adhesive.

Our Tweezers: Tweezers are so crucial to establishing the correct technique of effectively isolating the lashes and applying the extensions that we manufactured and tested over 50 different variations in tweezers before producing and distributing our current tweezers. Over and over we made large, then small and even seemingly minute changes to the materials, sizing and shaping before we felt we had a winning product. The process was intense and often aggravating along the way but we knew the end result would be worth the struggle. We wouldn't settle for less than perfection and we're proud to stand behind the best tools of the trade!

Our Lashes: The lashes are ultimately what eyelash extensions are all about. We searched high and low, across the globe, to find lashes that really and truly looked like beautiful, natural lashes. Our J-curl lashes replicate the delicate curve of natural lashes and begin with a thick base tapering to a fine, pointed end. We put them side by side with actual human lashes to ensure we had the most realistic reproduction available. In choosing materials we decided on synthetic polyester for our lash repertoire. We knew that synthetics had the least possible chance of allergic reactions with human skin. Lash extensions created from animal hairs such as mink was an alternative, but testing has proven there are higher percentages of people who will have adverse reactions to contact with these materials. Even though Xtreme Lashes™ are applied to the lash itself and not the skin, we realized that the *best* lashes would be the lashes that were best *for* you.

Once we had the shape, taper and materials secured we set a goal to provide the most extensive selection of lashes ever. With a name like Xtreme we have to make sure that any imaginable creation is possible! We have succeeded by offering the widest array of lashes in the industry with lengths ranging from 6mm- 17mm, 3 levels of thickness, and an array of colors that would make a rainbow envious. The different colors of lashes are critical for the advanced highlighting technique that Xtreme has perfected to create absolutely dazzling eyelashes. We continue to develop and add to our selection constantly. Eyelash extension design is an art and an artist needs an extensive palette from which to work.

Xtreme Lashes™ Training

Our training is the core of our company. It is at the center of all that we do and stand for. We have developed the strongest, most successful and exacting techniques for applying eyelash extensions. We have searched for and found the most generous, highly skilled technicians and trained them to provide informative, comprehensive and challenging courses.

- Our workshop is an intensive, hands-on, comprehensive 8-hour course
- Our workshop is structured and organized.
- Our course begins with a graphic presentation in Powerpoint format. We teach theory, basic and advanced techniques in eyelash extension application, safety measures, methods of efficiency and marketing tips and strategies.
- We devote the majority of our training class to hands-on, following the Powerpoint presentation, a trainer demonstration and then student application. All students will not only learn to apply the lashes but also how it feels to be the client as they are partnered up for the remainder of the class.
- All materials are provided by Xtreme Lashes for the class. We do not require students to use any of their kit contents in training.
- We teach the correct and safe way to apply lashes so they look real, last, and feel comfortable to the client.
- We teach how to DESIGN client's lashes, how to use a frame and how to highlight lashes.
- Our trainers go through an intensive program to become trainers. They are NOT distributors whose main incentive is to make sales. They are generous and highly skilled and will arm their students with the knowledge needed to apply lashes in the real world.
- A comprehensive workbook to take home is provided at the beginning of class and is a useful reference tool after the workshop.

We require anyone who purchases any of our products to take our training because we are committed to quality and safety. We could certainly increase our revenue by selling our products to anyone at all. There is no law against or agency preventing us from doing so. Because we strongly feel that eyelash extensions are best applied by individuals who are already trained in areas like sanity, safety and health issues though, *we choose* to sell exclusively to individuals who have previously received training in a health or beauty field such as cosmetology, esthetics or nursing. We could have stopped there and allowed any of these trained professionals to simply purchase what we offered for sale and we certainly would make substantially more sales if we did so. *We choose* to require that even these trained professionals attend and successfully complete our hands-on training course in order to purchase any of the eyelash extension products or tools we offer. Why do we do this? It comes down to standing behind the name Xtreme Lashes™ and knowing that we have built our reputation on Quality and Safety down to the finest detail. Individuals in our course are graded during the course and must later submit photographs of their work for review prior to becoming certified by our company.

Does everyone pass the Xtreme Lashes™ Training? No, they do not. Eyelash extensions are exacting and not everyone is well suited for applying them.

Does everyone who passes and then submits photos get their certificate? No, we are strict in evaluating the techniques we teach and the skills of our technicians.

How do these policies translate to our clients and to consumers?

***We're proud to say it truly means something to be
a Certified Xtreme Lashes™ Professional!***