

FREE GUIDE · PRETTY LASH ACADEMY

The beginner's guide to becoming a *lash artist.*

By Iraida Fuentes, licensed esthetician and founder of Pretty Lash Academy · North Haledon, NJ

WELCOME

Hi, I'm *Iraida.*



I'm a licensed esthetician and lash artist, and for more than 4 years I've taught lash extensions in the USA, Puerto Rico and the Dominican Republic, in English and Spanish. More than 1,000 students have trained with me.

I wrote this guide for one reason: most people who want to start lashing don't know where to begin, and a lot of what's online is confusing or just wrong. These pages give you the basics in plain words so you can decide if this career is for you.

What's inside

- ✓ The lash styles every client asks for
- ✓ How extensions work, and what keeps natural lashes healthy
- ✓ 5 things to know before you start
- ✓ A checklist for choosing a lash course
- ✓ First steps to finding your first clients

This guide is an introduction. It doesn't replace hands-on training with an instructor.

THE BASICS

The lash styles *clients ask for.*

Classic

One extension on each natural lash. The most natural look, and where every lash artist starts.

Volume

A handmade fan of several very fine extensions on each natural lash. Full and fluffy.

Hybrid

A mix of classic and volume lashes. Soft, textured and full.

Wispy

Longer spikes placed between shorter lashes for a fluttery, feathery look.

How extensions work

Each extension is attached to one natural lash with lash adhesive, a small distance away from the eyelid. It never touches the skin.

Natural lashes grow and shed in a cycle, so extensions fall out with them over time. That's why clients come back for fills, usually every 2 to 3 weeks.

The rule I teach on day one

Lash extensions should never hurt, feel heavy or damage natural lashes. If they do, they were applied wrong.

5 things to know *before you start.*

1. **Isolation is everything.**
Each extension goes on one natural lash that is separated from its neighbors. Lashes that are stuck together pull as they grow, which hurts and causes damage. Clean isolation is the skill that separates a good lash artist from a bad one.

2. **Weight and length matter.**
The extension has to match what the natural lash can hold. Too long or too thick and the natural lash breaks or sheds early. You learn to read each client's lashes and choose for them.

3. **Adhesive is sensitive.**
Lash adhesive reacts to the humidity and temperature in your room, and that changes how fast it dries and how long sets last. Knowing your adhesive and your room is a big part of good retention.

4. **Clean work protects your clients.**
You work close to the eyes, so clean hands, sanitized tools and clean lashes are not optional. Some clients are sensitive or allergic to adhesive, and you need to know how to screen for that and what to do.

5. **Check your state's rules.**
Every state has its own licensing rules for lash services. Before you take paying clients, check with your state board to see what license you need where you live.

A checklist for choosing *a lash course.*

Lashing is a hands-on skill. You can't learn it properly from videos alone. Before you pay for any course, ask:

- ✓ Will I practice on a live model, with the instructor watching?
- ✓ Is a full kit included, so I can start practicing right away?
- ✓ Do I get a manual to keep?
- ✓ Is there support after class, when I have questions on my own clients?
- ✓ Does it cover the business side: pricing, booking and getting clients?
- ✓ Is the class taught in the language I'm most comfortable in?
- ✓ Who is the instructor, and are they licensed?

First steps to finding clients

- ✓ Practice on friends and family first, and take clear before-and-after photos in good light.
- ✓ Post your work consistently. Your photos are your portfolio.
- ✓ Use an online booking page so clients can book and pay a deposit.
- ✓ Give every client aftercare instructions and rebook their fill before they leave.



YOUR NEXT STEP

Train with me at *Pretty Lash Academy.*

Classes are in person in North Haledon, New Jersey, in English and Spanish. Every course includes a fully loaded professional lash kit ($300+ value), live model practice and your certificate.



2-Day Beginners Course

$1,250

12 hours · classic lashes · 1 live model

3-Day Masterclass

$1,900

18 hours · 5 techniques · 2 live models · 1 month of mentorship

Refresher Course

$850

1 day · 6 hours · for artists who already trained

Next 3-Day Masterclass: October 21, 22 & 23, 2026

Reserve your seat online by paying your course in full. Tuition is non-refundable; you may change your class date once at no charge. Payment plans and credit cards are accepted.

Reserve your seat

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