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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

LASHIFY, INC.,

Plaintiff

v.

SHANDONGCHUANGMEIWEISHENGYONGPINO
UXIANGONGSI a/k/a QINGDAO LODY HAIR
PRODUCTS CO., LTD d/b/a B&QAUGEN,

Defendant

CIVIL ACTION NO.

**DECLARATION OF SAHARA
LOTTI AND ACCOMPANYING
EXHIBITS IN SUPPORT OF
PLAINTIFF'S *EX PARTE*
APPLICATION FOR: 1)
TEMPORARY RESTRAINING
ORDER; 2) AN ORDER
RESTRAINING DEFENDANT'S
WEBSITE, USER ACCOUNTS,
MERCHANT STOREFRONT AND
ASSETS WITH THE FINANCIAL
INSTITUTIONS; 3) AN ORDER TO
SHOW CAUSE WHY A
PRELIMINARY INJUNCTION
SHOULD NOT ISSUE; 4) ORDER
AUTHORIZING BIFURCATED
AND ALTERNATIVE SERVICE
AND 5) ORDER AUTHORIZING
EXPEDITED DISCOVERY**

FILED UNDER SEAL

**CONFIDENTIAL/FILED UNDER SEAL
NOT TO BE OPENED EXCEPT BY ORDER OF THE COURT**

DECLARATION OF SAHARA LOTTI¹

I, Sahara Lotti, hereby declare as follows:

1. I am over eighteen (18) years of age. I have never been convicted of a felony or any criminal offense involving moral turpitude, and I am fully competent to testify to the matters stated herein. I have personal knowledge of every statement made in this Declaration and such statements are true and correct.
2. As founder and CEO of Lashify, as well as the inventor of the Lashify System, I am involved in all aspects and have full knowledge of the Lashify System and Lashify Patents. I make and submit this Declaration in connection with Lashify's *ex parte* application for: 1) a temporary restraining order; 2) an order restraining Defendant's Website, User Accounts, Merchant Storefront and Defendant's Assets with the Financial Institutions; 3) an order to show cause why a preliminary injunction should not issue; 4) an order authorizing alternative service; and 5) an order authorizing expedited discovery against Defendant in light of Defendant's intentional and willful copying and infringement of the Lashify System and Lashify Patents.
3. In 2017, recognizing the need for innovation in the industry, I invented the most natural-looking false lash system in the industry after extensive studies of the human eyelid, the shape of lash lines, and various chemical compositions, and testing various prototypes and potential new product options on her own eyelashes, and founded Lashify.
4. Over the past seven (7) years, Lashify has become a world leader and innovator in the eyelash arena, primarily for DIY false eyelash extensions that are designed to be applied to the

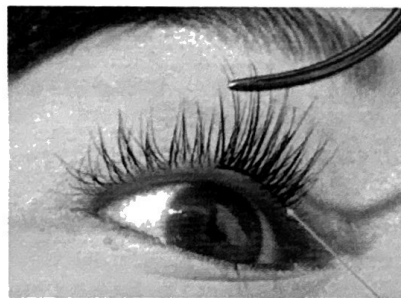
¹ Where a defined term is referenced herein but not defined, it should be understood as it is defined in the Glossary in Plaintiff's Complaint or Application.

underside of a user's natural lashes.

5. The Lashify System and Lashify as a company are recognized for innovative, quality, luxury beauty products that are easy to use with salon-looking results.
6. The Lashify System has received numerous industry awards, including 2022 InStyle Beauty Editors' Pick, 2021-2022 The Beauty Authority NewBeauty Award Winner, 2021 Cosmopolitan Holy Grail Beauty Award, 2019 Glamour Beauty Award Winner, The Knot Beauty Awards 2019 Winner, and 2019 Shape Editor Pick.
7. Celebrities including Renée Zellweger, Reese Witherspoon, Nicole Kidman, Lupita Nyong'o, Kristen Bell, Kourtney Kardashian, Claire Danes, Melissa McCarthy, Janelle Monáe, Cynthia Nixon, Jessica Simpson, Maggie Gyllenhaal, Tracie Ellis Ross, Salma Hayek, Awkwafina, Liv Tyler, and Lena Dunham are just a few of the artists and influential figures who have used the Lashify System.
8. The Lashify System has been featured in numerous publications, including, but not limited to, Allure, Glamour, Byrdie, Elle, and InStyle. Articles praising the Lashify System are attached hereto as **Exhibit A**.
9. The Lashify System, as well as all Lashify products, are sold direct to consumers via the Lashify Website, through its own brick and mortar store in Los Angeles, California, the Lashify Amazon Storefront, and are advertised for sale through Lashify Social Media. The Lashify System is also sold through the retail store chain Selfridges in the UK.
10. The Lashify Control Kit® typically retails for \$125 and its Gossamer® Lashes generally retail for between \$17-\$28.
11. Because of significant and novel product features for which Lashify has obtained protection from the United States Patent and Trademark Office, Lashify is recognized as a

market leader in the design of its revolutionary lash extension products. Specifically, Lashify owns an extensive worldwide intellectual property portfolio, including 600+ United States and foreign patents, federally registered trademarks as well as many pending patent and trademark applications.

12. Lashify is the assignee of the entire right, title and interest in the Lashify Patent by virtue of an assignment from myself, Sahara Lotti, as inventor executed on January 1, 2020 and recorded in the USPTO on June 8, 2021. Attached hereto as **Exhibit B** is a true and correct copy of the Lashify Patent. Attached hereto as **Exhibit C** is a true and correct copy of the recorded assignment to Lashify.
13. The Lashify Patent claims an artificial lash extension system including the Gossamer[®] Lashes lash extensions that are designed to attach to an underside of a user's natural lashes, an example of which is shown below.



Gossamer[®] Lashes under
eyelash application

14. The success of the Lashify System is due in part to the innovative design features of its Gossamer[®] Lashes such as their thin base and lightweight structure, which merge with the natural lashes to extend them. Gossamer[®] Lashes can be applied in virtually unlimited positions and arrangements.
15. The success of the Lashify System is also due to its extensive intellectual property portfolio,

and enforcement of its intellectual property rights against infringers.

16. Lashify's success is also due to its use of the highest quality materials, its innovative processes in making the Lashify System, and to its loyal, repeat consumers.
17. Lashify has gone to great lengths to protect the Lashify System. Lashify has been granted over 600 patents worldwide covering the Lashify System. The Lashify System is associated with the quality and innovation that the public has come to expect from Lashify.
18. Lashify is the lawful owner of all right, title, and interest in and to the Lashify Patent.
19. No one other than Lashify and its authorized users are allowed to manufacture, import, export, advertise, offer for sale and sell the patented Lashify System, without the express permission of Lashify.
20. Due to the overwhelming success and reputation of the Lashify System, it has attracted not just a loyal customer base, but also unscrupulous individuals and entities seeking to profit and capitalize on the fruits of Lashify's innovation, as well as the goodwill, reputation, and fame that Lashify has amassed.
21. Lashify has gone to great lengths to protect its interests and enforce against infringement of the Lashify Patent, and therefore investigates and enforces against such activities.
22. For example, Lashify learned of Qingdao Lashbeauty Cosmetic Co., Ltd, d/b/a Worldbeauty ("Worldbeauty"), who blatantly copied the Lashify System and infringed the Lashify Patent. Lashify brought an action for patent infringement, 6:22-cv-776 in the U.S. District Court for the Western District of Texas, and on August 23, 2024, a federal jury found that Worldbeauty infringed the Lashify Patent. The Lashify Patent was also found to be valid, and the infringement was found to be willful under 35 U.S.C. § 284. A copy of the verdict is attached as **Exhibit D**.

23. Lashify also learned of Defendant and its Infringing Products through its investigative efforts.
24. As part of these efforts, Lashify authorized Epstein Drangel to investigate and research manufacturers and/or third-party merchants, including Defendant, who are offering for sale and/or selling Infringing Products through Third-Party Service Providers such as Amazon, which allows manufacturers and other third-party merchants, like Defendant, to import, advertise, offer for sale, make, use, sell, export and ship retail products, which originate primarily from China, directly to consumers worldwide and specifically to consumers residing in the U.S., including New York.
25. As part of Epstein Drangel's investigative and enforcement efforts, Lashify was informed of Defendant's infringing actions, which include but are not limited to, importing, making, using, advertising, offering for sale, selling, shipping, and exporting Infringing Products directly to consumers worldwide and specifically to consumers residing in the U.S., including New York.
26. Through visual inspection of Defendant's Infringing Listings and purchases of Defendant's Infringing Products, we confirmed that Defendant offers for sale and sells through the Infringing Listings, without authorization, products that infringe the Lashify Patent.
27. We have confirmed that Defendant is not, and have never been, authorized by Lashify or any of its authorized sellers to offer for sale and/or sell products that are covered by the claims of the Lashify Patent.
28. Defendant's intentional and willful infringement has resulted in lost profits to Lashify and has damaged Lashify's reputation as an innovator thereby negatively affecting Lashify's relationships with current and potential customers (including both retail customers and end

consumers) and eroding Lashify's market share by copying the Lashify System and making, using, offering for sale, selling or importing goods that infringe the Lashify Patent.

29. Lashify is also irreparably harmed by Defendant's infringing activities as Defendant takes away Lashify's ability to control the nature and quality of the Infringing Products thus also damaging confidence in the Lashify System. The inferior quality of the Infringing Products has and will result in increased skepticism in consumers presented with the genuine Lashify System not only undermining Lashify's reputation and goodwill but also resulting in a loss of future sales and market share to Lashify due to negative consumer experiences with subpar Infringing Products.

30. Neither I, nor anyone else at Lashify, to the best of my knowledge, have publicized this Application or Lashify's intent to seek entry of a temporary restraining order against Defendant or any third party.

I declare under the penalty of perjury under the laws of the United States of America that to the best of my knowledge the foregoing is true and correct.

Executed on this 20 day of Nov 2024 in 2024.

By:


Sahara Lotti

EXHIBIT A

GLASS

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GLASS NEWSLETTER**

Glass can't get enough of Lashify

by Imogen Clark | December 17, 2020 | Beauty, News

AS SOMEONE who has avoided fake eyelashes at all costs after hearing countless horror stories of eyelashes ripping off or glue getting stuck, mascara has been my loyal companion. It is easy to apply and easy to wipe off. So, when the opportunity came to try Lashify's control kit I was scared and sceptical.

For those unaware, Lashify is an award-winning DIY lash extension system designed to enhance your natural lashes without leaving them damaged. The patented Lashify Gossamers are weightless and are made with an undetectable spine ensuring a damage-free experience. They are made to sit underneath your lashes for an elegant touch - and can last up to 10 days.

Having conquered America and become the favoured application by consumers, celebrities and make-up artists, Lashify is set to launch in the UK in the new year with a bang.

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Lashify Control Kit

The delivery came and in the bag, I found the Lashify control kit (£112), Pre-Cleanse Gossamer Lash Prep (£24), Melt Away Gossamer Lash Remover (£16) and the Blow tool. The Control Kit is the main feature of the products as it includes all the tools needed to put these lashes: the Fuse Control Wand (£50), a set of lashes (£15), a dual-sided Whisper-Light bond (£15) and a Glass sealer (£16).

The eyelashes come in four different categories: Core, Intimates, Volume and Prismatic. With these four collections, there is an ABCDE system – A standing for Amplify, B meaning Bold, C standing for Curl, D alluding to Drama and E for Extreme. Then you have the choice in length, which stretches from 8mm to 20mm depending on the category.





C16 Prismatic Purple Lashes

As a complete novice, I had celebrity make-up artist and Lashify ambassador **Matin Maulawizada** teach me everything I needed to know. Recognised for working on Hollywood's most high-profile faces, from the likes of Angelina Jolie and Meryl Streep to Tracee Ellis Ross, Matin is one of the best in the business – and with that said, his word is gospel.

I began by using the Pre-Cleanse Gossamer Lash Prep (Japanese cleansing water that removes all excess oil from your eye area) on a cotton pad that I wiped all over my eyes. Using one side of the Whisper-Light bond I gently applied some onto the base of my eye-lashes – it works like glue but with none of the horrible consequences.





A12 Core Lashes

The next step is to decide what type of lash you want. Using two from B12 and two from B14, I slowly got used to being able to attach the lashes and within under 10 minutes, I managed to complete one eye. With a few quick squeezes of the Blow tool, I went from tired-looking eyes to red carpet eyelashes.

10 minutes for 10 days of wow eyelashes, it's safe to say I have been converted.

One down side is that they aren't entirely waterproof, so I wouldn't recommend going swimming because they will fall off. However, the eyelashes are reusable; you just need to soak them in an alcohol solution to ensure there is no bacteria on them or any excess attachment solution. If you wish to take them off, then the Melt Away solution detaches them from your eyelashes effortlessly.



C14 Intimates Lashes

But the proof of how good these lashes are comes from Zoom/ Face-time calls and seeing my friends. The first greeting wasn't 'How are you?' but rather 'OMG! Your eyelashes look amazing!' - even through the screen, I was told my eyelashes looked out of this world. In the restricted world we are living in and with our new most used accessory being the face mask, now really is the perfect time to get Lashify. Forget lipstick, get yourself some lashes!

by Imogen Clark

Fake eyelashes

Lashify

Lashify Control Kit

Matin Maulawizada

Tracee Ellis Ross

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ABOUT THE AUTHOR



Imogen Clark

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I tried a \$145 DIY lash-extensions kit

Natalie Fennell and Taylor Davis
Sep 25, 2019, 8:52 AM



- Salon lash extensions are expensive, require constant touch-ups, and can damage natural lashes.
- The Lashify Control Kit gives you everything you need to create customized lash-extension looks.
- Insider producer Celia Skvaril tested the kit along with a few other fun products to see if they're worth her money.
- [Visit INSIDER.com for more stories.](#)

Following is a transcript of the video.

Celia: Oh, God. OK, ready. I'm not going to be able to leave the house for a week.

This is "Beauty or Bust," where we test out the beauty world's weirdest products and decide if they're worth your money or a total bust.

Today I'm testing out DIY lash extensions. I found Lashify on Instagram, where I was actually really surprised to see that a lot of celebrities use them, like Kristen Bell, Lupita Nyong'o, and Awkwafina. So, I'm gonna try out the kit, along with a few other products in the line. Lashify says that, apparently, you can wear them for up to a week if you fuse them. So, I'm gonna find out what that means and give it a go.

We'll be testing the lash extensions on three things: if they're easy to apply and remove, how they wear throughout the week, and if they harm my natural lashes. I've actually had professional lash extensions, so I know that they're pretty pricey, it's a lot of upkeep, and mine actually harmed my natural lashes.

Because of all that, this DIY lash-extension kit seems a little bit too good to be true, but I guess we'll find out.

So, the first step is this pre-cleanse, which actually isn't included in the kit. It's a little bit extra, but I just wanted to make sure I had the entire thing so I have the best chance.

I'm going to apply the Whisper Light flexible hold. In white or black. I'm gonna be very careful with reading the directions here, because this is my eyeball we're talking about. "To the underside of upper lashes, concentrated at the root." I'm gonna apply a heavier coat because I want it to last a week. So I go here. Tap. Tap. Tap.

"Remove your Gossamer lashes from the cartridge using the Fuse Control Wand." Got it. Here's a new wand. "Place your Gossamer lashes under the base of your top lashes, not on your tightline." OK, here we go. I could never play Operation as a child because my hands are that shaky. So this should be very interesting. Oh, frick. Oh, God. I did it. OK, I got a little confidence boost.

The first one was so easy, and now I have to line them up.

The kit just comes with the black Gossamer lashes, but I really like color, and... clearly, I'm wearing a bright-green shirt. So, I thought I would just get a few of the colors, and today I'm going with purple.

The good thing about these is, like, you can just sort of, like, stick it on, and it will attach, and then you can sort of, like, move it around. So, I really think the glue is, like, super great in that sense. So, to make sure we all, like, stick on, I'm just gonna put a little bit more bit of glue on the ones that are kind of, like, moving around. Just to make sure that they stay. And then we'll do the fusing step, which is supposed to make them, like, really stay.

Frick. I got it stuck on the actual lash. Oh, God. I got too cocky. I got way to cocky, too fast. OK, crisis averted. We have one eyeball finished. At least before we fuse.

"Using the clamp on the Fuse Control Wand to fuse the Gossamer lashes with your natural lashes." I think just like a falsie, you're just supposed to, like, clamp it together with your natural lashes and the extension. Oh, Christ. Oh, God. Oh, no. Oh, my God. No! Oh, God, help me, please. Why did that happen? I was just supposed to clamp and hold, like I was told.

Seal and finish, clear coat. That is our next step. OK, so, this should be easy, 'cause it looks like a mascara wand. OK, I'm done with my left eye. I gotta be done. C'est la vie. This is gonna be harder because I'm left-handed. As if the last time wasn't hard.

We made it to the end. I truly never thought we would. So, through the next week I'm gonna try them out. I'm gonna work out in them. I'm gonna cry in them, because I cry at least three times a day, so they're really gonna get a good test. And pretty much do whatever I do and see how my lashes hold up.

It's been over 24 hours, it's 100 degrees. I walked around a bunch today, and I slept a full night last night, and I just lost my first one. It's this purple one here, I haven't taken it off yet. And there we go. There she is, folks.

Guys... last night was a massacre for these lashes. Oh, no. I lost four in my sleep. I went to the gym, and I didn't lose any at the gym. I was, like, dripping in sweat, doing my thing. Really wasn't worrying about them. And it didn't lose any until I got home. And this is where we are. Granted, I haven't touched them at all.

Hi, guys, so obviously as you saw, all of my lashes fell out. So, I am... it is, what day is it? It's Wednesday. So, today I'm just gonna reapply, and then we're gonna see how much longer they can last from there. OK. I'm done. I can't do this anymore. This is what we look like.

I'm actually testing a new skin-care routine for a video, so.

I came in a room by myself at work because I've lost more lashes. Here we are. I keep getting comments that they look very strange. I think I'm just gonna end up taking them off and going back to my normal lashes now.

So, looking at ease of application and removal, I would say that there's definitely a learning curve here. I had a little bit of trouble at first, but I think as I kept going and going, I got a lot more natural and it got a lot easier to do. So, I think as you go on it would get a lot easier, and maybe someone who is a bit more experienced than me would have an easier time than I did to start. On the other hand, they were incredibly easy to remove. They just sort of came off when I wanted them to. I could easily just take them off like this, and they were gone.

When looking at how the lashes lasted me for the week, they definitely didn't last me the full week. But the days that they did last me, they looked beautiful. I got a ton of compliments, and I loved having them on. The first time I applied them, they lasted me about four days, which I was pretty happy with. Once they fell off, I ended up having to take a few off myself, just 'cause one was poking me in the eye. But once I reapplied them again at home, they lasted me about two days. So, we almost hit a week, overall.

My favorite thing about the Lashify lash extensions was that they didn't harm my natural lashes one bit. With professional eyelash extensions, I lost about half of my natural lashes. So, it was really great that I didn't lose any with these.

Overall, I think that Lashify lash extensions are definitely worth your money. I would buy them. I would use them again. And it's a lot better than having to go to the salon and spend a lot more for less of the flexibility. I wouldn't expect them to last a week, because they didn't for me. As you saw, there's a bit of a learning curve. But I think once you get it down, they're perfect for, like, a wedding weekend or anything where you just want to glam up your look a little bit.

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Recommendations

I TRIED DIY LASH EXTENSIONS FOR A MONTH

December 17, 2020 | Merilee Speigner | No Comments



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Eyelashes are all the rage in the beauty world these days. Beautiful, full eyelashes can do so much to brighten and lift your face and make you look put together! But if you're anything like me, you don't exactly have time or money to get regular lash extensions. I heard about DIY lash extensions from a friend and knew I had to give them a try.

Before I go any further, let me just say that I am not a beauty blogger or makeup artist of any kind. I am a budget blogger and stay-at-home mom of 3 who just wants to feel put together and beautiful on a regular basis!

Beauty on a budget, that's my jam!

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About the Author



Welcome! My name is Merilee and I'm the creator of Easy Budget. I started this blog to help



EASYBUDGETBLOG.COM

DIY LASH EXTENSIONS



I don't have time to leave my house and get a babysitter while I get lash extensions every 2 weeks and I certainly don't have the money.

So I *skeptically* tried the DIY eyelash extensions my friend recommended for a month and here are my **results** and all the details!

CHECK OUT MY DIY LASH EXTENSIONS BELOW!

other families like mine crush debt, budget, manage money, and meal plan like pros!

Everything you find here will be useful, motivating, and always easy. Need to contact me directly?

[Reach me here!](#)

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KAZOW! Yes, these lashes are DIY! Aren't they incredible? Guys, I'm pretty average looking and these me feel like a supermodel!

Let me tell you more.

What are DIY Lash Extensions?

The DIY lash extensions I'm going to tell you about today are from **Lashify**. Lashify is a **DIY lash extension system** where instead of a

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professional applying individual lash extensions to your individual lashes, you apply what are called **gossamers** (lash clusters) to your underlashes with a patented and proprietary glue from Lashify. They can last anywhere from 3-14 days!



[Skip straight to Lashify here](#)

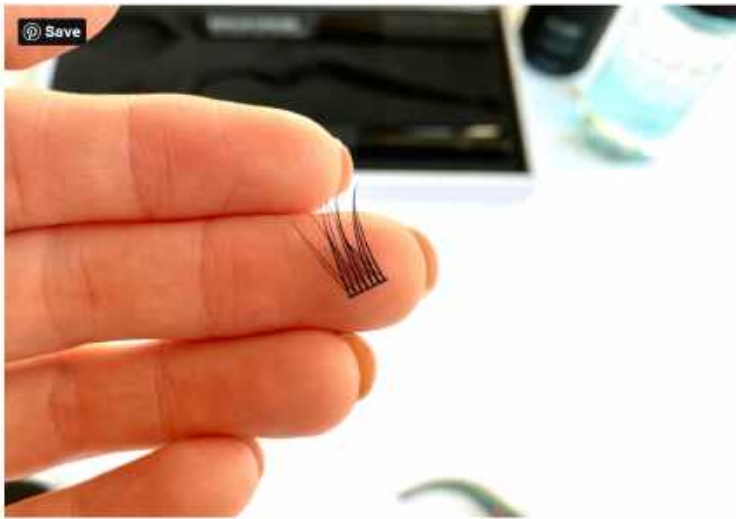
How Are DIY Lashify Extensions Different From False Strip Lashes?

They are very different!

False strip lashes are a full eyelash strand that you apply glue to and then apply to your **eyelid** as close to the lash line as possible. They need to be removed nightly and reapplied whenever you want to wear them. They are usually reusable.

DIY lash extensions from Lashify are small lash clusters called **gossamers** that you apply to the underside of your **actual eyelashes**. You glue on 5-7 gossamers per eye directly to your lashes, fuse them with a special wand, then apply a sealing coat called Glass. They do **not** have to be removed nightly and you can sleep, shower, and workout in them until they begin to fall off! Longevity is anywhere from 3-14 days depending on your application, care, and the type of glue you use (more on that later).





I typically get 8-10 days out of my Lashify lashes.

My Experience with Lashify and Do I Recommend It?

I LOVE Lashify.

However, I will say that there is a bit of a learning curve with figuring out how to apply the lashes and it does cost money to upkeep them. I will touch on the cost later, but for me it has been worth so it!

Before I go on, I want to share a few pictures of me without any makeup, mascara, or Lashify on so you can see the "before" situation. I have average length and thickness blonde eyelashes.





Now that I use Lashify, I love waking up ready to go for the day.

Since I started using Lashify, I rarely wear makeup. I only put on a little concealer and some blush for girls' night, photoshoots and videos for my blog and Instagram, and special occasions. I feel pretty with just my bare skin and Lashify lashes.



I get tons of comments and DMs on my Instagram [@easy_budget](#) and my friends are always asking me my secret because they really are stunning!

So yeah, I tried DIY lash extensions for a month and now ***I'm hooked!***

Is Lashify Hard to Apply and How Long Does it Take?

I don't think that Lashify is hard to apply, but it does take a little bit of a steady hand and some practice. I have been pleasantly surprised with how easy it is, but it's not 100% perfect every time. It takes me about 20 minutes to apply my lashes and about 7 minutes to remove them. Since I get about 8-10 days of wear for this time, it's totally worth it!

Is Lashify Comfortable to Wear?

Yes, but if you do a poor application it won't be comfortable! Like I mentioned earlier, there is a bit of a learning curve with application. Some people get it right away and others struggle to get the application right. You want to apply the gossamers a tiny bit off of your waterline for optimal comfort and longevity.

Follow @Lashify on Instagram and join the **Lashify Life Facebook group** for tutorials, lash map (different lash lengths and layouts) ideas, tutorials, and full demos.

I do not have a full application demo at this time but there are so many on there.



The Cost of Lashify v. Lash Extensions v. Mascara

Lashify is *much cheaper* than lash extensions, but it is *more expensive* than mascara.

Lash extensions are typically \$80 every 2 weeks for a total of **\$160/mo.**

Mascara is \$10 and lasts 2 months, for a total of **\$5/mo.**

Lashify costs \$150 for the starter kit (wand, glue, glass, lashes, storage case) and then \$10-20 per gossamer set going forward. The gossamers are technically single-use, but I wash mine in rubbing alcohol and reuse them all the time! It works great. I would say I'm paying about **\$40/mo** for Lashify right now (\$80 order every 2 months that includes new lashes, glue, and remover).

This is just an estimate. It really depends on how many lashes you go through!

Even though Lashify is more expensive than mascara, I love that my lashes are on for 8-10 days straight so I don't have to apply or take mascara off at the end of the night and it looks stunningly amazing and way better than mascara! I love being able to pop on my Instagram stories or run to the store and feel put together.

Does Lashify Damage Your Natural Lashes?

Lashify prides themselves on not damaging your natural lashes at all.

However, if you do a really poor job removing you may get some lash loss. It's nothing like the damage you get from full lash extensions though, and I took a poll in the Lashify Life Facebook group once and many women commented saying that their natural lashes were actually longer and healthier than ever!

I have one eye I lost a couple lashes on in one area (pictured), but they are growing back and look pretty normal when I take my Lashify lashes off. Here is a photo with my natural lashes.



How Can You Get Maximum Longevity with Lashify?

To get maximum longevity with Lashify, you will want to use their upgraded glue called **Bondage**. It's stronger and longer lasting. You will also want to use a special application technique (there are several) called the Lockdown method. You can learn more about this in the Lashify Life Facebook group, but essentially it's applying Bondage to your lashes and then some extra glue along the spine of each gossamer to lock down the lashes and make them last longer!

Then, you'll want to be very gentle with your lashes. Try not to sleep on them crazy, and be gentle when washing your face and showering or avoid getting them wet altogether. I gently get water on mine when I wash my face but I don't scrub my eyes.

Do You Have Any Complaints about Lashify?

There are a couple things I will mention.

#1 If I apply a gossamer in an uncomfortable position or with poor placement, they feel annoying on my eye until I can fix it. Sometimes it just goes away, other times I have to remove the faulty gossamer and reapply it. This is a little annoying to do but it works out. If my placement is great, they are very comfortable to wear and lightweight.

#2 Since I try to touch my lashes as little as possible, I've noticed myself lacking in my skincare regimen. I feel like I've been getting a little more acne lately. This is personal though and my own fault. I don't use as many scrubs and exfoliants because I'm trying to avoid messing up my lashes with products and washing. I'm still trying to figure out the best methods for myself!



Is Lashify Right for Me?

Lashify would be great for you if you're currently getting eyelash extensions and would love a cheaper alternative. They have lots of lengths and thicknesses to choose from! You will save hundreds of dollars by switching to Lashify.

Lashify would be great for you if you can't afford lash extensions or don't have time to leave your house and get your lashes done, but you love the look and would be willing to pay a little bit to get it!

They will be great for you if you'd love to get up and go in the morning and look put together!

I wouldn't recommend Lashify to you if you're on a really tight budget and can't afford any extras right now. If that's you, stick with mascara for now and try Lashify later when you have more fun money.

How Can I Get Lashify for a Discount?

I have a **referral code to Lashify you can use that will get you \$20 in Lashify lash credit** after your first purchase of a Control Kit! So basically you order your starter kit and then you will be given a credit for your *next* purchase so you can buy more gossamers!

What Should I Get in My First Lashify Order?

Here is what I grabbed in my first order and it was perfect! Not too much (I'm on a budget) but it has everything I needed as a beginner.

1. **Control kit** (Application wand, wandoms, glue, 2 sets of gossamers, glass finishing coat, and a carrying case)
2. **Pre-cleanse**
3. **Melt Away remover**



Order Your Lashify Control Kit here to get started

Of all these things, the pre-cleanse has been the least necessary for me, but I still do use it regularly. You definitely need the Control Kit and Melt Away remover (non-negotiable!) in your first order.

I ordered the B gossamers in lengths 12 and 14. The B lashes are still my favorite (there are a bunch of choices, all pretty). The B gossamers are strong and really pretty and natural looking, not too glam. I'm wearing them in most of my photos. My favorite lash map from inner corner to outer corner is B12, B12, B12, B14, B14, B12.

They have other lashes that are longer and thicker (if you like glam), shorter (if you have smaller eyes or for the inner corner), fluffy, curly, etc.

That's it! I hope I answered all your questions about Lashify and taught you a new cool budget beauty option, **DIY lash extensions with Lashify!**

If you have any questions, leave a comment below and I'll get back to you.

Otherwise don't forget to use my referral code to get a \$20 Lashify credit on your 2nd order and join the **Lashify Life Facebook group** for tutorials, demos, lash map ideas, and community!

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Fresh Air and False Lashes

Mountains, Martinis, & Miracle Creams



Beauty

Lashes Over 40: Lashify

January 26, 2020

As the name of my blog would suggest, I am somewhat obsessed with lashes. I've been looking for ways to address my current lash conundrum. Specifically- As I get older, my lashes are getting worse and worse and I'd like to know what I can do about it. Let's discuss **Lashify**.





After first application of Lashify. Sorry for the blurry pic! You can **Follow my stories on Instagram** to see them better.

I've written about **lash extensions** here and I did LOVE them. But sadly, I became allergic to the glue and could no longer wear them. In hindsight, it's probably a good thing because they are time-consuming, expensive and in the end, you really are left with stubs of your former lashes.

I've also written about a **lash lift and tint** and I was really happy with those results. Its cheaper and lasts longer but you won't get any length or fullness, so if you're working nubs as I am at the moment, it probably isn't the best option.

Recently I was told about **Lashify** after complimenting a total stranger on her long, lovely kitten lashes. I did a deep dive into researching Lashify, and then finally pulled the trigger on a control kit. Let's cut right to the chase shall we?

If you are suffering a lash conundrum of your own, have some nubby lashes and don't mind a teeny learning curve and about 10 minutes every 3-5 days, stop what you're doing right now and go **order yourself a control kit!**



My Lashify Control Kit. It comes with everything you need.

I'm obsessed with this system. OB-SESSED. I won't go into too much detail here because there are some great tutorials all over YouTube that you can watch, but I'll address the most common questions.

Is Lashify difficult to use?

Nope, not at all. It took me about 15 minutes the first time I tried them and I was so happy with the way that they turned out! The most common mistake is using too much glue. You only need the teeniest tiniest amount! **The lashes adhere to the underside of your natural lash (NOT YOUR WATER LINE) like magic** and you actually have a decent amount of time to get them right so you don't have to panic when applying. You will need **your control kit** and a magnifying mirror.

Is Lashify expensive?

That depends. Compared to strip lashes? Yes. Compared to lash extensions? Oh hell naw. You do need the control kit (one-time purchase and includes everything you need). They rarely if ever do sales- you can get a discount on the control if you use my link. Click here: **LASHIFY**. After that you will only ever need to replenish lashes and glue whenever it runs out. So basically for the cost of one

lash extension appointment, you're all set.

Does Lashify look like real lashes?

Yes, yes, yes! GAWGEOUS! Like the Rolls Royce of lashes. They are lovely and because they attach to the underside of the lash there is no glue or line like there would be with strip lashes, etc. Lash extensions have become so common now and I see a lot of poor ones that just look so fake. Not so with these and you control the look you want- as natural or as bold as you'd like to go!



Photo from Lashify. These are the lashes I chose in my control kit.

How long does Lashify last?

Well, some people are getting 10 days out of them, so it can be done, but I'm ready to change mine out after 3-5 days. That includes showering and sleeping in them, with a bit of practice- they stay put! And you won't feel them at all. The magical unicorn glue somehow does not dry hard. Regular eye makeup remover will remove them or you can purchase Lashify's own remover. I use micellar water to remove eye makeup when wearing Lashify and black Q tips to avoid any white lint.



Will it damage my natural lashes?

No. And that's the crazy part because repeated lash extensions really do damage your lashes. I've only used the system for less than a month but the research and all the reviews that I've seen SHOW not only no lash damage...but lash growth. Take. My. money.



Photo from [Lashify](#).

Can I do anything to cut down on the cost?

You actually can. **Order your control kit.** You will choose 2 "Goassamers" for your kit (that's their fancy name for their lashes). This is enough lashes for several applications and looks. Their lashes are truly beautiful and I highly recommend them. You CAN use strip lashes cut into 4's, or lash trio bundles by Ardell and use the rest of the Lashify system. I tried both ways and it DOES WORK the same way. But the Lashify Gossamers are far superior in looks.

The Take-a-way

Order your control kit **here for a discount** (I get "lash points" or lash bucks or something when you use my link so thanks for helping out my nub lashes).

While you are waiting for your kit to arrive, start watching YouTube tutorials.

Join this Facebook group. This is the hive mind for Lashify. These ladies have allllllll the answers! Like- you won't believe the lash knowledge in this group.

So, there you have it! For me anyway- my lash conundrum has been solved. I hope you enjoyed my review of **Lashify** and let me know if you're using it and what you think!

Lashes Over 40: Lashify

A Review of the Lashify System for women over 40.



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February 21, 2017
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Lash Serums. What Works?

At some point in your 40's you begin to notice that your lashes are getting skimpy. When I began to notice this I blamed every product in the world for making this happen

September 7, 2017
In "Beauty"

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Written by **Melissa**

Melissa is an unrepentant shoe hoarder who is obsessed with travel, wine, good food and her family. (Not necessarily in that order!)

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LASH FRONTIER

I Finally Tried Lashify's Famous False Lash System and All the Rumors Are True

And now I have the most "Oh, *these* old things?" doe-eyed lashes.



BY SABLE YONG

October 10, 2018



Sable Yong

As long as I've remembered I've wanted **Bambi-esque lashes**: long, curled, and fanned-out lashes that wave hi and bye to you with the wink of an eye. My DNA has decided that I will be just fine with these crooked twiglets — and thusly, that has led to my

lifetime study of lash architecture. At least until someone invents a way to permanently stick some doe-eyed fuzz atop my eyeballs for good. Somewhere in the space between **mastering false lashes**, eyelash extensions, and **lash lifting**, there lies a Goldilocks solution to being pressed for time and not rich enough to keep my lashes indefinitely extended. It's called **Lashify** and it's a whole damn system.



It may seem really complicated, but once I figured it out, it gave me the most natural-looking Bambi flutterers to *I Can't Believe It's Not Butter* degrees of realism. The main difference with Lashify is that you apply the lashes under your natural lash line, not over, as you would with traditional false lashes. It sounds like it wouldn't work, but I guess that's why it's a system. The little lash clusters, called gossamers, are super, super light, so that's why they can defy gravity, with the help of a flexible adhesive.

Speaking of system, here's the starter kit, which has everything you'd need to promptly get yourself addicted to these.

Everything inside the Lashify Control Kit



Sable Yong

The **Lashify Control Kit** comes with two sets of gossamers, a dual-ended adhesive (one side is clear and the other is black), an application tool, and the sealing clear coat. You can choose which style of gossamers you'd like as well. They come in four different lengths (differentiated by millimeter) and three different styles: **A** means "amplify," which are the most natural-looking lashes. **B** means "Bold," a slightly more voluminous and dramatic look than the Amplify ones. Last comes **C**, which stands for "curl" and is relatively self-explanatory.



Amplify gossamers from lengths 10mm - 16mm Sable Yong



You can see how the gossamer styles differ here [Sable Yong](#)

Watching [YouTube tutorials](#) and reviews of this kit are really all over the place, but the concept is easy to understand, if not the easiest to execute at first. There's a bit of a learning curve, but once I rounded it, now I can pop these suckers on in under five minutes. Let's begin, shall we?

1. Apply the adhesive to your lashes.

It seems backwards, right? The Whisper Light Dual-Sided Bond has a narrow mascara wand on each end. Choose your adventure: clear or black. I find that black can give a *slightly* more voluminous look, but *only* just. You have to kind of stamp the wand at the base of your lashes *without* running the wand through the lengths. This is a little difficult for me simply because I have small eyes and the wand is much longer — meaning, it's inevitable that I'll get some on the middle of my lashes or the tips of the ends unless I dab it on with the tip of the wand instead (also an option).



Sable Yong

2. Grab your gossamers.

There isn't really a set time that you need to let the adhesive dry, like with traditional eyelash glue. The time it takes you to select your gossamer and position it is enough time. The Fuse Control Wand (those really big tweezers that look almost like forceps) is

shaped with a curve to hug your eye so that you can, if you want and are able to, put on multiple gossamers at once, but I prefer to reverse it the concave angle and apply them individually for more control on spacing.

Here I applied a set of Amplify gossamers with the longest ones at the ends and worked my way down the lengths as I got closer to the inner corner of my eye.

Here's an A16, coming in for a landing.



Sable Yong

I used two A14 gossamers, an A12 and an A10 moving towards my inner eye corner to create a gradient in length.



Sable Yong

3. Secure those fringes down.

Once I was happy with the placement of the gossamers, making sure there weren't gaps between the bands and they were in a linear formation, I gently clamped the base of the gossamers and my natural lashes together with the application wand, just to squish them into the adhesive a bit more. The adhesive is actually flexible enough that if you mess up, it's really easy to remove and replace the gossamer. They are really delicate though, so make sure when you're removing them to grab all the little hairs in one tug because a few times I only grabbed a partial amount and

ended up separating them from the band. Whoops. The Control Kit comes with a sealing coat, which I've used before and I haven't, and I don't think it's totally necessary to keep them on unless you're planning on wearing these babies for days (which the brand says is possible).

Now look at the difference, once I've completed one eye:



Sable Yong

4. Repeat on your other eye and proceed to scream.

In the best way, I mean. I was so impressed with how natural these look. Also, you can't feel them. Trust me, I blinked super hard, crinkling my eyes to give them the squeeze-test and they didn't budge or feel weird at all. There's no gap in between your lashes and these since they're underneath your lashes, so they're actually quite undetectable. I could wear these every day in place of mascara and that would at least save me from worrying about smudging.



Sable Yong

I mean...look at how good those lashes look. And to think, I could just feather my own lashes with these temporary extensions anytime (and I do) without struggling with trimming false lash strips and worrying that the band looks really obvious every time I look down. There's nothing wrong with a nice Lady Marmalade-looking **feather boa of falsies** but for the most part, I'm pretty stoked to have a system of really easy to apply and really invisible to detect false lashes that should I happen to do a night thing whereafter I crash with my makeup on, at least my lashes will be looking bomb in the morning.

5. Make them last.

I refuse to sleep in them, mostly because the process of removing the rest of my makeup and washing my face while not rubbing my eyelashes seems unnecessarily complicated, plus I may roll over and crush them in my sleep. (In which case, I'd be sad.) You can re-use the gossamers quite a number of times if you take care of them by cleaning bits of the adhesive off the lashes with micellar water, or simply by brushing through any clumps with a clean spoolie brush. They're \$20 a pack and you get a dozen gossamers per cartridge when it's time for a refill. Lashify also has a **membership program** for the daily users if you decide to *really* commit yourself.

Lashes upon lashes upon lashes:

- [These \\$1 False Lashes From Miss A Look Just Like Lash Extensions](#)
- [The Best Fake Eyelashes, According to Makeup Artists](#)
- [If I Can Master Applying False Lashes, Literally Anyone Can](#)

Here's another way to put on false lashes:



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Lashify for First-Time Users

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LASHIFY FOR FIRST-TIME USERS

ALL YOU NEED TO KNOW TO GET STARTED

PEARLS OF JASMINE

ABOUT ME

Hi lovelies! My name is **Jasmine** and I live in sunny California! Welcome to my blog where I share all my **mommy pearls** and **travel pearls** with you!

My goal is to be as *helpful as possible*, and share all of my tips, tricks, and mistakes so you can learn what works and what doesn't through my misadventures. I am a proud mama of 3, a little girl and two parrots. I am also a proud survivor of postpartum depression.

Honestly, I never *ever* thought I would one day write a beauty post like this about lashes, considering I didn't know mascara from eyeliner until college. My knowledge of makeup is pretty laughable. I've never had lash extensions before, and it takes me awhile to put on fake lashes in general. But since I started wearing Lashify (a DIY lash extension system) a few weeks ago, I've gotten several inquiries as to what it is, how it works, etc. I'm definitely not the makeup guru you need... *But*

at the same time, if an amateur like me can research and figure out how to put these babies on and do a somewhat decent job (imho), then anyone can do it too! It's just a testament to how easy and convenient Lashify is!

Since at least half a dozen friends asked me about Lashify from watching some of my IG stories, I figured I'd write down what I found out and researched while getting everything set up for myself to maximize the usage of these lashes. And this way if anyone is really considering trying out Lashify, you have some place to come back to with all these tips and tools that's not a YouTube video that you need to fast forward through to try to find all the specific info you need.

Also, I have a \$20 off referral code if you really want to get started and now you can find it easily on this post too to come back to later when you might be more ready. If you *are* more seasoned at this (or you're curious) and want even *more* information on Lashify and lash maps to customize your looks, you can follow my girl Christian @beauty.off.duty on Instagram, who got me into all of this in the first place!

Christian is my
beautiful college
roomie/best friend!
(Fight on!) She was
also my coworker

and anxiety. My profession by trade is clinical pharmacy.

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and classmate; she actually *is* a makeup guru from all her years in dance companies. Chrissy is an internal medicine doctor by trade in Hawaii, but makeup and dance are her passions. She does Lives on the Lashify Facebook group as well, which you can browse for more ideas!



Okay, I will do my best to make this simple for other newbies like me, so let's get started! And please help me Pin this on Pinterest if you find it useful! 😊



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What Do I Need To Get Started?

The simple answer is that you will need these 3 items below if you're a first time user. However, number 1 is the most important! Additionally, if you want to re-use your lashes, you may also want to get the supplies in one of my [next sections](#) ready beforehand as well, instead of scrambling last minute to get them!

[1. The Control Kit](#)

[2. Pre-Cleanse](#)

[3. Melt-Away](#)





Not sure why I was applying lashes sitting on the floor with my mirror but... yea, I got nothin'.

The Control Kit

The Control Kit (\$145), as seen above, is a little case with mirror that comes with the most important tools you'll need to apply your DIY lashes. All control kits come with **two lash sets** — you choose either **A, B, or C gossamers** and they arrive in the Control Kit with a 12mm and 14 mm gossamer set. Gossamer is another fancy word for these lash parts, in case you're wondering!

You also get a **Fuse Control Wand**—basically special tweezers for placing your gossamers, and two special bonds in mascara tubes. The first bond is **Whisper Light**, and it comes with dual ends—**Black** and **White**. The black end has a mascara-like wand while the white end has a brush-like wand. Less is more when it comes to this bond, and supposedly white is more tacky.

The second “bond” that comes in the Control Kit is **Glass**, which is more like a sealant than a bond to waterproof your lashes at the very end. Your kit also comes with **Wandoms** or these clear plastic rubber covers that go over the end of the Fuse Control Wand. I find they are neither helpful nor hindrance sooo...whatever! Use if you want.

It sounds like a new language, but it's not hard, I promise!

Pre-Cleanse

Pre-Cleanse (\$31) is basically an expensive make-up remover. It is a prepping solution for your

eyelids to make sure they are oil-free (black bottle in the picture above). A huge indicator of success when you are putting on Lashify is eye prep and making sure your eyes are clean. I've heard **micellar water** is similar to Pre-Cleanse if you don't want to spend the money on Lashify's own cleanser. But I just wanted no-hassle and switching between products to find the right one so I went with what Lashify formulated!

Melt-Away

Melt-Away (\$21) is the solution Lashify formulated to help your gossamers come off your lashes! It's the bluish looking bottle in the picture above. Again, it's a bit pricey, but I just wanted something I knew would get the bond off. Some reviews say it is like Japanese cleansing water, so do with that information what you will!

How Do I Apply My Lashes?

There are several methods you may hear about on how to apply your lashes and there are a lot of videos out there on how to do it. I was a little overwhelmed and nervous at first, but I found that the videos from Vanessa Q Artistry to be super helpful, not too long, and to the point. I started with her Basic tutorial and copied it exactly for my first try. You can also watch at 1.5x speed if you want a quicker rundown.



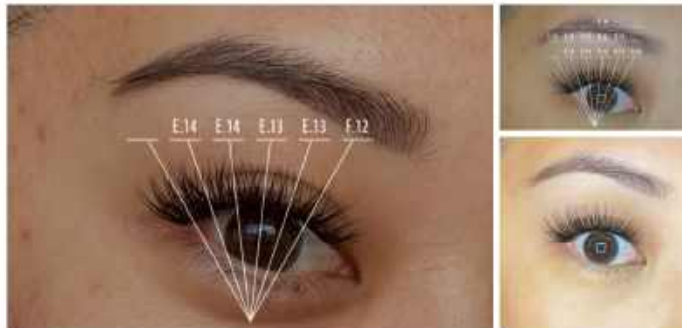
But if you want the basic overview without watching it, this was my takeaway from her video:

1. Apply WhisperLight Black to your lashes—one coat is enough. **LESS IS MORE** when it comes to this bond. The bond gets more tacky the older it gets and that's when you might need a little more bond, but *do not overdo the bond or your natural lashes get clumpy!* Let it dry for about 30 seconds to 1 minute.
2. Holding the lash you want to apply with your Control Wand, dip the spine of a gossamer on the WhisperLight White side. I don't always wait for it to dry before the next step because I'm impatient...heh.
3. Attach the gossamer to the base of the lash line, holding it with your control wand. *Make sure not to get it on the waterline! You want a little gap from the waterline to the gossamer.* It will adhere pretty easily to the natural lash after WhisperLight.
4. Vanessa starts with the inner eye corner, slightly overlaps her lashes, and then she does the outer eye and fills in the final gap in the middle last. If you have a gap in the middle at the end, add a little bit of WhisperLight Black since the bordering gossamers need some bond to grip the next gossamer. I started with C12s and C14s from my Control Kit.
5. After placing the lashes, **fuse** with the Control Wand. You can watch how she does a full fuse vs a reverse fuse and this is where practice with using your wand in front of a mirror comes in handy. Fusing just means pressing the gossamers down with your natural lashes once you're happy with your placement. The lashes should be hard to adjust after this step.
6. Finish off by sealing the lash line with Glass. It comes with a ball tip that you can rub across the lash line OR a mascara brush that you can run through the gossamers. The latter action

creates a more shiny mascara look while the former keeps the lashes more wispy and natural.

And there you have it! It took me about 15-20 minutes on my first application, surprisingly! The most difficult part I had was figuring out my control wand and how to manipulate it while looking in the mirror. Everything becomes backwards when you're looking at reflection and let's just say I have bad spatial orientation...ha! The placement of your lash lengths is also totally up to you, but I just did about two C12s in the inner corner til about mid-way and then two C14's on then outer corner, bridged with another C12.

Here's an idea of some other lash maps put together by my friend Christian (@beauty.off.duty). The E and F gossamers are more voluminous.



*If I could offer one tip for the amateurs, it's this — **learn how to place your lashes first, THEN worry about different lash looks or longevity!***

How Do I Reuse My Lashes?

Okay, so if you're going to spend all this money on this system, you'll want to maximize the usage and longevity of your lashes right?? So I made sure to have all the equipment and tools to re-use my lashes before I tried them on for the first time. I found another two of Vanessa Q's YouTube videos really helpful, and I purchased a few items before getting started to ensure I could rescue and reuse my lashes if I failed the first time.

The first video to watch is how to properly remove your lashes:



And then the second video that follows is how to clean the lashes you removed for re-using!



The gossamers are not meant to be used multiple times and fresh gossamers do adhere more easily to WhisperLight. BUT...having said that, I followed

Vanessa's steps for removal with Meltaway and then cleaning the lashes, and I have successfully reused most of my C12s for the third time now! It was pretty easy. Basically, you let them soak in 99% alcohol for awhile (I've done this over night before), and then you clean them afterwards with a makeup brush or black Q-tip in 99% alcohol as well!

So here's what I purchased for myself to clean and store my lashes (see picture below too):

- **99% Alcohol** – you'll need this to soak your lashes in and clean them with
- **Mascara Spoolies**– I bought ones that came with a container and a transfer funnel, so I could pour Meltaway into it and dip the spoolie in the makeup remover for easier use to remove my lashes. You can also buy disposable spoolies if you prefer, and I actually will likely do this too for the future so I don't cross contaminate the Meltaway as much before changing it out. But I like the mini mascara container and plan to also fill one with castor oil for applying when my natural lashes are resting since I hear it's good for the natural lashes to grow!
- **Black Q-Tips** – I never knew Black Q-tips existed, but apparently they are more lint-free than the white ones, making them good for eye prep and cleaning your lashes if you don't have makeup brushes, like Vanessa uses.
- **Makeup Brushes** – I had makeup brushes from e.l.f. from awhile back and so I used a flatter one to clean out the WhisperLight and Glass from my used gossamers. I linked a set that Target sells and e.l.f. is so cheap and decent quality for what it is that I didn't mind using a new brush just for cleaning purposes. This set also has a mascara spoolie.
- **Clear Storage Containers** – There's obviously many options on how to store your re-used

lashes, but I liked these jewelry containers that were kind of similar to how Vanessa was storing hers. I haven't labeled mine with sizes yet, but I plan to. Unfortunately, once you take the lashes out of the original container, they can't really be re-stored. Or at least I find it hard to put them back in! Someone in the Lashify Facebook group also suggested these clear storage trays specifically for lashes, but I think it would take up too much space on my counter, so I opted for something flatter.



Storage containers, 99% alcohol, black Q-tips, mascara spoolie with tube, and don't mind the nursing pad in the corner... I thought it would be a good drying spot but meh, no...lol

How Do I Get More Lashes for Cheaper?

Get a membership! It's free!

You'll get **50% off the gossamers** and **free shipping on \$45 or more**. Usually it's free shipping on \$150+ without the membership, so why not? It's kind of like a subscription more than a membership, but you can control how often you want shipments to come of your Luxe Box, and you can order other things like cleansers and tools, etc.

I change my subscription to every 2 months for now and then cancel the ones I don't want and adjust the items that come in each box so I can play around with different gossamer lengths, etc. You can cancel the entire membership after 2 shipments, but you can also just keep delaying your shipments if you choose to, so it's very easy!

On top of that you earn "Lash Cash" which are credits based on how much money you've spent that can be used towards paying for future items. Really, it only makes sense if you'll be using more gossamers down the line. And compared to filling lash extensions every 3-4 weeks for \$100+, I think this is pretty reasonable.



How Long Do a Set of Lashes Last?

It really depends on your technique and your comfort. The longest I have left my lashes on is 5 days, but that's also because I decided I *wanted* a break and not because I needed to take them off. They were still holding on strong, and I'm pretty sure they could have lasted another day or two minimum.

Again, *get your placement down before worrying about longevity*. There's a few methods with Lockdown, DefCon5, etc. but don't worry about

them until you've tried it out a few times first. I find the video I linked above for first time users was sufficient for me!

For me the C12's and C14's are really pretty and wispy but quite long in length too. Since I wear glasses (and sunglasses!) at some point in the day, they can be a little more tricky to wear with the glasses and brushing against the lenses. So I find after about 3 days, I want a break from perching my glasses the furthest away from my eyes as possible. With the C10s and C12s that I did most recently (and mind you, this is only my *third time* putting on lashes), they were just short enough to not need to worry about my glasses or sunglasses, so I felt okay leaving them in longer.

Yes, I do sleep with them on and yes, I am a side sleeper. I don't notice them in my sleep or when I wake up until I accidentally rub my eyes. I really hardly wear any other make up now other than the lashes and occasionally some brow liner. If I'm feeling particularly un-lazy, I may put on some concealer. But there's no real need for eyeliner for me, and I am way too lazy to put on eyeshadow carefully over my gossamers, though it can be done—just use primer!

I wash my face with cleanser and a towel, doing the bottom half first below my eyes and rinsing before moving on to my forehead. You do want to try to keep the lashes as dry as possible, but Glass also helps to waterproof them a bit! And you can also use Pre-Cleanse in a black Q-tip for your lids and around them if you need!



Day 3 of C12s and C14s. This was my first day working from home last week (hence diaper boxes in the background) and what's that phrase again?... "I woke up like this!"

Okay, But Why *Lashify*??

TL;DR—Lashify lets me customize what look I'm putting on in a high-quality product that allows my eyes and natural lashes the least likely damage long term, if at all. And long term costs are cheaper than lash extensions!

For someone who doesn't wear make up daily because I'm super lazy and I just think it's better for my skin overall to stay unclogged, why would I invest so much into DIY lash extensions?! It's not a super cheap option for sure when you add up all the other things to re-use lashes and order more sizes of gossamers. False lashes are wayyy more inexpensive in the long run.

This is all true.

But I think of the initial investment of the Control Kit like your first visit to get a set of lash extensions—that's easily over \$200. Lashify is still cheaper. And subsequent gossamer purchases like the lash fillers you'd have to go back for every 3-4 weeks, which would also be ~\$100 or so. Lashify gossamers are cheaper. Disclaimer: I've never gotten lash extensions, but this is the price range I remember when I looked it up a few years ago.

Even though you have to spend a bit of time putting on the lashes in the beginning (but really, 15 minutes is not that long), it lasts for a few days—maybe up to two weeks when you're good—and you don't have to think about it afterwards. That—to me—is the *ultimate* lazy hack. And I pretty much don't need to wear any other make up either to feel like I look fairly decent! For me, lashes are really the star of any makeup I do because good lashes will make my eyes stand out better.

But the other thing that's really great about Lashify is how *customizable* and *flexible* the whole system is. I like that you can wear it every day if you want, or a few days, or one day at a time. One week you can be va-va-voom, and the next week you can be au naturel. I can take them off at any time by myself and I don't need hours of someone else doing my lashes for me, especially during this pandemic year.

I've tried false lashes, but the glue is so hard to remove sometimes and I feel the more I try to clean my eyes, the more I damage my natural lashes when trying to rub out the glue. I've heard the same about magnetic eyeliner for magnetic lashes. I've also tried lash serums like GrandLash MD and R+F LashBoost. These both work at growing my lashes, but they also cause me a LOT of eye redness/stingy and some skin pigmentation/discoloration around

my eye.

Ha. I realize I'm starting to sound like a makeup peddler. But I swear I'm not trying to sell Lashify to anyone because I really don't get anything out of it. I just got a lot of questions about why use this over your typical lash serums or falsies; hence, this section!



Please excuse my Asian glow...lol. I was out at a winery in Napa and it was also my first time wearing these lashes! C12s and C14s right out of the Control Kit!

Other Resources

If you still need to read more, I highly suggest joining and stalking the [Lashify Facebook Group](#). If you have a question, someone has likely asked it in the group and there will be lots of people to answer your questions.

Besides [Vanessa Q Artistry](#), I also watched some of [The Contoured Chemist](#)'s videos on YouTube. Hers are longer so I generally watch them on double speed with captions to learn a new technique. If you

search for Lashify vidoes, their videos will likely be some of the top hits.

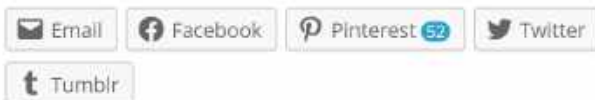
Sometimes you might be able to catch a Lashify sale (like this weekend!!) It was a total coincidence that I'm writing this now and I found out about the Control Kit sale yesterday afternoon, but I wanted to hurry and finish so people could take advantage of the sale! However, if the sale is passed and you're still eager to get started, then here's \$20 off again by using this link. Full transparency, if you get a Control Kit, my referral link gives you \$20 off and I get \$5 to spend on more gossamers. But if there's a better deal/sale, please by all means take that instead!

Okay, have fun and let me know if you do try it and like it! I know I enjoy the small confidence boost that Lashify offers me. Look good, feel good, do good... am I right?!

XOXO,
Jasmine



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Lashify Review: I Tried DIY Eyelash Extensions for a Month

No wonder why everyone's obsessed with them.

By **Jillian Ruffo**

March 27, 2020



Josh Dickinson

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I've always been a lash fanatic. Pro **eyelash extensions**, strip **falsies**, **individual lashes**—I've tried them all. **Mascara** has been my biggest priority when it comes to my makeup routine. I swear by formulas that make my lashes look long, full, and nearly fake. In college I never left my dorm on a Friday or Saturday night without a strip of **Ardells** rimming my eyes. And in recent years I've sworn by in-salon lash extensions to achieve the fluttery lash look I so love. Honestly, there's simply nothing better than waking up with a little eye drama.

But after a year of going to the salon for lash extensions every few weeks, I was over it: I started to notice that my natural lashes were becoming sparse. And I got sick of the application process, which was long and, well, a little scary. It involves getting your eyelids taped shut while a

technician glues false individual lashes to each of your real ones. If, like me, you suffer from anxiety, it's an hour spent freaking out about whether or not you'll still be able to see once the application is complete. I was also dropping \$100 a visit. All said, I still missed them Every. Single. Day.

My Lashify review

So when I first stumbled upon Lashify reviews, I was hooked. It's a set of at-home DIY eyelash extensions that, if applied properly, can last anywhere from three to five days. Here's how it works: You receive a **control kit** with two sets of lashes, two types of adhesive (clear, which I prefer, and black), a tweezer-type applicator, and an adhesive sealant that magically removes residual stickiness on the glue.

The lashes, or "gossamers," come in tiny little pods with a set for each eye; they're cut into small strips that are about one fifth of an inch long. Depending on your eye shape and size, you'll need around four to seven little strips—I typically use five. They're each applied with the special glue, which is similar to (but not nearly as strong as) the adhesive used for in-salon extensions. Then you clamp them into place with the included tweezers, and clean up the glue with the sealant.



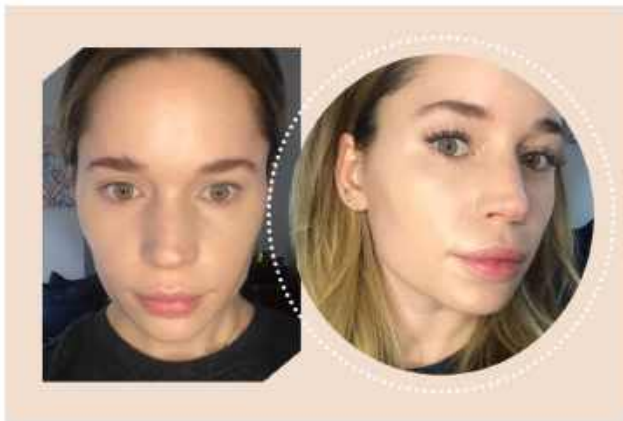


The difference between these DIY eyelash extensions and regular falsies lies in two things: the adhesive, which lasts much longer than typical lash glue, and where you apply them. Regular lashes are affixed on the top of your lash line, whereas Lashify lashes are glued to your actual lashes, but on the underside. This is the key to making them appear much more natural and basically undetectable. The best part? Once they were applied, I could barely feel that they were there.

How to apply DIY eyelash extensions

Now, I'll be honest: My first foray in applying the lashes didn't go smoothly. Similar to applying regular strip lashes, it took a lot of time and practice to get it right. And if you're someone who doesn't have experience wearing contact lenses, tugging at your eyes for a stretch isn't easy.

But after about 30 minutes of trial and error, I got the hang of it. I'd reapply them every few days, cleaning the adhesive off my lashes with an oil-based makeup remover in between. The only struggle: not being able to fully wash off my eye makeup when I had lashes on. But for a full set of fringe that didn't cost me a ton of time or money, it was worth it. Here are a few tricks I picked up after a month of trial and error.



Before and after using the Lashify lash extensions — Jillian Ruffo

1. Turn the clamp upside down.

My first instinct when applying my lashes was to hold the tweezers with the outer end of the curve facing up. Instead, flip it over so the curve is facing downward. It gives better control when it comes to lash placement.

2. Remove the lashes at your outer corners before bed.

Not even my lashes can convert me from being a side sleeper. So after a few nights of waking up with wonky extensions at the outer corners of my eyes, I decided to remove just those sections before bed. Sure enough, the remainder of my gossamers were still intact in the morning, and I simply had to reapply the pieces at the outer corners—a quick, easy fix.

3. Use the black glue only once you've *really* gotten the hang of things.

Without enough practice, the black version of the adhesive can be really, really messy. Stick to the clear glue until you're expert level, and then switch to the black. Once you're a pro, the black glue can define your lashes even more.

4. Mix and match gossamer types and lengths.

In order to achieve a lash style that looked glamorous yet still natural, I played around with the different types of lashes that Lashify offers: A for amplify, B for bold, and C for curl. Each style comes in multiple lengths, so I tend to stick to bolder and longer lashes at the outer corners, and a shorter, more subtle lash toward the inside.

All things considered, the Lashify reviews weren't wrong. The obsession is real. A Facebook group called Lashify Life has more than 5,000 members who share tips and tricks—everything from new ways to clean and reuse the gossamers to how to store them. It also won a **2019 Glamour Beauty Award**. But if you don't want to reuse your lashes, you can score another set online for \$20, a major savings from what was shelling out for in-salon extensions.



**Lashify The
Lashify Control
Kit**

Lashify \$145

Buy Now

Jillian Ruffo is a beauty writer in New York City. Follow her [@jillianruffo](#).

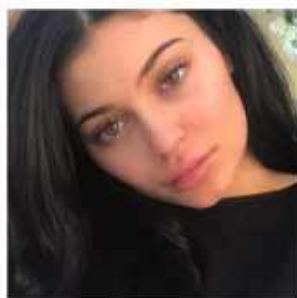


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MAKEUP • EYES

I Tried Lashify's Control Kit and Now I'll Never Get Lash Extensions Again

written by [FAITH XUE](#) UPDATED DEC 28, 2020

reviewed by [SHAB RESLAN](#) / Trichologist



When it comes to long lashes, some might call me an obsessive—though I prefer the term "devoted fan." So when I met with the founder of a company called [Lashify](#) who promised me her at-home lash-extension product, [the Control Kit](#), was

groundbreaking, my thin, barely-there lashes and I were more than intrigued.

Spoiler alert: I'm never getting lash extensions again.

Pros + Cons

Pros:

- Adds natural-looking volume and length
- Easy to apply
- Choose from different curls and lengths

Cons:

- Pricey
- More time-consuming than applying falsies
- May not last long

The Bottom Line: Worth it for luxe at-home lashes

Lashify Control Kit has everything you need to easily apply natural-looking, glamorous lash extensions yourself without heading to the salon. While their lasting power is hit or miss depending on your activity levels—and they come at a high price tag—you can't beat the convenience *and* luxury of high-quality lash extensions at home once you get the hang of applying them.



FAST FACTS

LASHIFY CONTROL KIT

BEST FOR: Yours-but-better lashes

STAR RATING: 4/5

ACTIVE INGREDIENTS: Silk, vegan, and cruelty-free lashes; biotin-infused bond

CLEAN?: [Yes](#)

POTENTIAL ALLERGENS: Yes—propylene glycol in the bond product

PRICE: \$145

KIT COLOR: Black or white

LASH STYLE: Amplify, Bold, Curl

WHAT'S INCLUDED: Fuse Control wand, Gossamer lashes, Whisper Light Dual Sided Bond with Mixed Tips

ABOUT THE BRAND: Known for its innovative lash technology, Lashify brings salon-quality products to the at-home user. Lashes are cruelty-free, and the company makes charitable contributions to animal causes.



Lashify Control Kit (\$145)

SHOP



Lashify Gossamer (\$20)

SHOP

About My Lashes

Like an hourglass figure or the ability to save any of my Chipotle bowl for later, long, fluttery lashes are something I gave up on having a long time ago. But acceptance does not mean admitting defeat, so over the years, I've tried everything under the sun to fake a doe-eyed look. Lash serums? Done that—I found that they helped with length but not with volume. Eyelash extensions? Had them for a year and a half and then was so traumatized by the broken, stubby state of my bare lashes when I got them off that I've rarely gotten them since, even though I love the way they look. Every mascara under the sun, all promising me the world? Most of them fell far short of their promises. (Benefit Badgal Bang, \$25, and Marc Jacobs Velvet Noir, \$27, were two of the few that didn't disappoint).

The Story Behind Lashify

Lashify's founder, Sahara Lotti, was a lash-extension devotee like myself but was tired of going back for refills every few weeks and spending upward of \$100 each time—not to mention seeing the damage it was doing to her natural lashes. Determined to find an alternative, she went straight to the motherland of beauty innovation: South Korea. There, she found a manufacturer that was able to create the lightest, wispiest lashes on the market (seriously, they don't weigh anything), which she dubbed Gossamers (see below). Next, she just had to figure out a way for the average woman to learn how to apply them, which is how she developed Lashify's unique fusing

wand and bonding adhesive.

What Comes in the Control Kit: Lash sizes and more

Lashify's hero product is called the Control Kit. It's sleek and about the size of a Chanel Wallet on a Chain bag, though much less expensive. But like a Chanel bag, having it in my possession has given me a great amount of joy. The Kit has every tool and product you need to create a natural, full look. All kits come with a Fuse Control Wand, two Gossamer lash sets, a WhisperLight Flexible Bonding agent, and a waterproof lash extender.

The wisps are available in "Amplify," "Bold," "Curl," "Drama," "Extreme," and "Fluffy." Each of these types also come in six different lengths: 8, 10, 12, 14, 16, and 18. They range from "extra short" to "XX long" respectively. So, a "Fluffy" gossamer set with 16mm would give you extreme fullness with a soft finish. On the other hand, "Amplify" gossamer lashes in 10mm would just add a little extra something to your everyday look that is much more muted than the "Drama" or "Extreme." You get the idea.

You can also buy lash sets separately when you need a refill. They come in little clusters and, at first glance, look similar to the individual lash clusters you can buy at the [drugstore](#) (or spiders, according to my brother's alarmed reaction when I bought them with me on a recent trip home).

How to Apply

So here's how it works. In the Control Kit, there's a dual-sided bonding adhesive. One side is white (which is stronger) and the other black (which you can use to touch up your lashes throughout the three-to-five-day period you have them on). I wiggle the adhesive brush

(which looks like a super-skinny plastic mascara wand) at the base of my lashes to disperse the adhesive, then use the tweezer-like fusing wand to pick up a Gossamer and place it at the base of my lashes from below.

Once you're happy with the look, you "fuse" the lashes to your actual lashes using the Fusing Wand (it's sort of like curling your lashes, except you're holding the wand sideways when you clamp down). You have about a minute or two to work with it before the adhesive dries, so there is that slight time pressure. As someone who gets her best work done under a time crunch, I find it slightly exhilarating.

If you're struggling, Lotti does daily Instagram Live tutorials on [Lashify's Instagram page](#) so you can get a visual of how exactly to use the kit and get her tips. (Trust me, it's way more helpful than reading through my instructions).

How I Do My Lashes

“ I like a very natural, slightly feline look, so I usually place two "Amplify" 12mm or 14mm Gossamers on the outer edge of my eye, then a "Curl" 12mm, then a "Curl" 10mm in the very inner corners.”

The part I love most about this product is that you are in charge of customizing the lash look you end up with. I like a very natural, [slightly feline look](#), so I usually place two "Amplify" 12mm or 14mm Gossamers on the outer edge of my eye, then a "Curl" 12mm, then a "Curl" 10mm in the very inner corners. The end result is a super-

natural, fanned-out effect.

I like to finish off the look by filling in my waterline with a black gel eyeliner and then flicking out a [tiny baby wing](#) in each corner with liquid liner—I found that this really makes it so that the Gossamers look super natural.

Application Time

It takes a little while to get the hang of the technique, but I felt pretty confident in my ability to use Lashify after the second or third time practicing. Nowadays, it takes me less than 30 minutes to do a full set of lashes, and less if I'm just filling in.

The Results: Practically effortless glamour

It's truly game-changing for me that I can get the natural, fluttery look of lash extensions without having to lie down with my eyes shut for over an hour, giving someone else the power to determine the final look. It's an empowering feeling, to be in charge of your lash destiny! (Lashify, feel free to use that as your new tagline).

Before Lashify





FAITH XUE

As you can see in the makeup-free photo above, my natural lashes are practically invisible without the help of mascara. Seriously, though—where are they?

After Lashify



FAITH XUE

Ah, there they are. But they're not my real lashes—they're Lashify. See how realistic they look, though? It's almost like I'm one of those people who can just tint her lashes and call it a day (what must that be like...).



FAITH XUE



FAITH XUE

The thing that sets Lashify's lashes apart is how light-as-air and realistic-looking they are. Anyone who's worn false lashes knows that the classic ones all have that telltale strip at the base of your lash (dead giveaway), and even the individual-cluster lashes are thicker and more

plastic-looking than anyone's natural lashes. Not the case with Lashify Gossamers. First of all, you apply these from *below* your lash line at the base of your lashes, so you literally can't see where your natural lashes start and the Gossamers begin. Second of all, unlike normal falsies, they can actually last three to five days, thanks to Lashify's "fusing" technique. And lastly, they come in three different curls, with varying densities that all look freakishly natural and real.

How Long Do Lashify Lashes Last?

The lashes definitely look the best on the first day, and I've learned that it's hit-or-miss on how long they last. The other day, the Gossamers felt like they were coming loose after just one day (nothing a quick fusing couldn't fix), but I've also gone to a bachelorette in New Orleans with them on, lost my kit under mysterious circumstances on the first day, and *still* been happy with how they looked on day four (and let's just say they'd been through, ahem, *a lot* by that point).

How to Maintain Your Lashify Lashes

Byrdie Tip

Use the Fuse Control Wand once before bed each night to keep your lashes secured, and then touch up whenever it seems like any of the Gossamers might be coming loose.

Because you're probably wondering: Yes, you can shower with them in—I just try my best to avoid getting too much water or shampoo on my face to keep them looking as airy and fluffy as possible after they dry. I've discovered that they tend to start falling apart and

clumping together slightly if they get wet more than once, and I'll have to swap in new Gossamers if I want to keep them looking fresh.

As with all false lash products, handle these as gently as possible to maintain them.

A Note on Removal

Keep in mind the Control Kit does not come with what you need to remove your Lashify lashes. You'll need a bottle of [Melt Away](#) (\$21), Lashify's lash remover, to remove lashes after they've been fused on. Soak a cotton pad and gently press on your lashes before sliding them off. Be sure not to tug or rub when removing to avoid damaging your real lashes.

Fortunately, the Gossamers are so light and easy to remove that they leave zero damage to my actual lashes. I just make sure to use a growth serum ([GrandeLash](#), \$65, and [Talika Lipocils](#), \$41, are my faves) on my days off to make sure my natural lashes are in good shape.

The Verdict: Beautiful, natural-looking lashes

I would say that if you like to use a strip lash on special occasions but are pretty happy with the natural state of your lashes on a daily basis, or if you *want* your lashes to look super-bold and clearly faux, Lashify is probably not for you. But if you are obsessed with [lash extensions](#) and want an alternative that won't damage your lashes or just want long lashes that actually look like they could be real, then Lashify just might change everything. I know it did for me.



FAITH XUE

The Value: Worth the price

Yes, the Control Kit is pricey at \$145, but you can create at least two or three full sets of lashes from everything included, which is pretty amazing considering you have to shell out \$100+ for just one full set of lash extensions.

A lot of people might be wondering, *But why would you pay \$145 for false lashes when you can get them for \$3 at a drugstore?* Well, first of all, comparing Lashify to drugstore false lashes is like comparing Veuve Clicquot to Sprite. Do they both have bubbles? Yes. Are they both sort of sweet-tasting? Yes. But anyone can tell you that's where the similarities end. Yes, you could go to the drugstore and get false strip lashes or even individual lashes, but the final effect won't look half as mind-blowingly natural as how Lashify looks.

Plus, if you're a full-blown obsessive, you can sign up for the [Lashify X](#) program, where you pay \$40 a month and get four sets of Gossamers of your choosing. So technically, you'd only have to pay for a Control Kit

once, then just buy the Gossamers each time since the adhesive lasts forever and you only ever need one fusing wand.

Similar Products: You have options

While there aren't many at-home lash extension kits on the market, you do have other options besides strip lashes, including:

One Two Cosmetics Magnetic Lashes in Natural Full

Lash: *Instead of fussing with glue, these lashes (\$69) stay on with magnets and remove easily without any makeup remover—and they create a natural look like Lashify. Unlike Lashify's system that can last several days or more, magnetic lashes can be easily taken on or off.*

One Two Cosmetics Magnetic Lashes in Bold Full Lash:

If you were hoping for more drama and glamour, this denser set of lashes (\$69) adds extra length and volume.

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BEAUTY | TRENDING



By Marisa Petrarca

REVIEW: LASHIFY IS THE ULTIMATE EYELASH EXTENSION ALTERNATIVE

If you're lash-obsessed, you need this DIY kit on your radar



Marisa Petrarca

I live in a constant state of being frustrated with my stick-straight eyelashes. While I *could* apply false lashes every morning, the fact of the matter is that it's a miracle that I change out of my pajamas these days. That said, it doesn't take too much convincing to get me to test out a product or service that promises to give my lifeless

lashes a boost of volume.

So as a beauty editor who's shamelessly obsessed with other people's perfectly curled lashes, I've put my trust in the hands of countless experts through the years to transform my own. I've had my lashline poked and prodded by getting extensions and eyelash tinting. And that's not to mention the falsies, magnetic lashes, and serums I've tried at home. Some of these products and services gave me a temporary burst of eyelash satisfaction, but nothing has impressed me as much as my recent experience with the DIY lash extension kit, Lashify.

About the Brand

Sahara Lotti founded Lashify in 2017 with the mission of making lash extensions more accessible. If you're new to lash extensions entirely, the beauty service is notoriously pricey, time-consuming, (I'm guilty of falling asleep during the 1.5-hour service), and the upkeep can be quite demanding. Nevertheless, people love them for the way it makes them feel: confident as all hell. I stopped getting them once I realized that my actual eyelashes started falling out and getting sparse, which is a common complaint amongst extension wearers.

In an interview, Lotti revealed that she, too, used to be "obsessed with lash extensions," until it got to the point where she struggled to maintain them. "It took so much time to drive to Koreatown to get my lashes done, so I said, 'I need to figure out how to do this myself,'" she continued. "So I was looking for this system, and I was convinced it had to be out there already, with this lash and a wand. It literally did not exist, so I created it!"

After three years of developing the perfect system and its high-tech components, the Lashify Control Kit (AKA, the brand's starter kit full of essentials) was born. In the years since its release, the company has amassed a cult-like following of lash-lovers, many of whom stumbled upon Lashify when searching for the exact kit Lotti dreamed up years ago.





Pictured Here: The Lashify Control Kit, Pre-Cleanse, and Melt Away Lash Remover

Marisa Petrarca

My Thoughts

Take it from me: Lashify is worth the hype. I tested the Lashify Control Kit for the first time with help from a brand educator who walked me through the exact steps to perfecting the process. In all honesty, I was skeptical and intimidated by the brand's compact kit at first, fearing that I'd majorly mess up and be stuck with wacky-looking lashes for days. The opposite happened, and I'm obsessed.

Going into the 1:1 lash session, I knew that I wanted my lashes to look like my own, but better. My dream lashes look natural, but with some little lift and curl to achieve that sought-after no-makeup-makeup look. The lash expert encouraged me to use lashes from the brand's Intimates collection, designed to match your natural lash and just give them that extra oomph.

We settled on using the Gossamer Mink-colored lashes, which Lashify describes as "various shades of brown for the complex brunette." Using six clumps of Intimates Gossamer Mink Lashes per eye, she advised me to use four sets of "C" lashes (stands for "curl") which extended from the center of my eye to the outer corner, and two sets of "A" lashes (stands for "Amplify") close to my inner corner.

If I lost you, don't panic. There are tons of resources available to you online when it comes to customizing your own lashes. While I *could* walk you through the whole process, it's a whole lot easier to watch how it's done.

LASHIFY® DIY LASH EXTENSIONS TUTORIAL

▶ 0:00 / 1:02



So if you're thinking about giving the lash system a try, do it. It *will* take at least a few times to master the process, but don't get discouraged. Once you learn the steps, you'll have your dream lashes — and you didn't even have to leave the house.

Shop the Essentials





LASHIFY CONTROL KIT, \$145 VIA LASHIFY. [SHOP NOW](#)

Lashify



LASHIFY PRE-CLEANSE GOSSAMER LASH PREP, \$31 VIA LASHIFY. [SHOP NOW](#)

Lashify



LASHIFY MELT AWAY GOSSAMER LASH REMOVER, \$38 VIA LASHIFY. [SHOP NOW](#)

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LASHIFY FLUFFER, \$10 VIA LASHIFY. [SHOP NOW](#)

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— EYES —

Lashify! DIY, At-Home Lash Extensions | REVIEW + DEMO



MAR. 31, 2019



COMMENTS OFF

For some reason I keep buying false lashes, knowing good and darn well they are a) tricky to apply, b) irritating to wear and remove, and c) just look absolutely ridiculous on me.

I get sucked into the beauty world of YouTube where everyone makes it look SO easy and effortless to wear lashes every day and I'm like – I can totally do this! Add to cart!!

But then the lashes arrive – some are still sitting unopened in packaging – and they aren't the right shape for my eye, or they are way too long and "out there" for my small hooded eyes. Either way, I have once again wasted time and money thinking I'll have luscious lashes like all the others.

That is – until I tried **Lashify**.

Lashify is a lash extension system that looks like cluster false lashes on the surface, but it is oh so unique! With this system, you

actually apply the lashes – or “gossamers” as they are referred to – to the bottom of your lashes using their special bond (*glue*) and fuse control wand (*tweezers*). Because the lashes are applied to the underside of your natural lashes, the end result looks astonishingly believable! They also tout that using their special system of gossamers, bond, and fusing the extensions could stay on for up to a week! A WEEK!

But as someone who can't stand a single thing in or near her eye – I was skeptical. Would this really work? Was it easy? WAS IT GOING TO MAKE ME GO BLIND?!

Well, I purchased the \$145 Control kit (*starter kit*) to test it out so you don't have to! In this blog post, I will go over the starter kit, application, Lashify X subscription, and final thoughts after using for a few months! **If at any time you feel convinced and want to get one for yourself – just remember that I have a referral link that will save you some \$\$.** [Click here to get your control kit](#) with \$20 off! (this is not an affiliate or commission link.)

The Control Kit

The first step on your Lashify journey will be purchasing a Control Kit. This is their starter kit that retails for \$145. This kit contains everything you need to get started and additionally, they say at checkout that any orders made for *other* items on their site, without first purchasing the starter kit, will be canceled. This sounds like it could start to get real [MLM/pyramid schemey](#) real quick...

No matter! Proceed to checkout I will! I willingly snag up The Lashify® Control Kit (even though I really had my eye on the “white” control kit that comes with a hologram Fuse Wand 🌈 – but it was sold out at the time) ...and then also one more set of Gossamers, because naturally – free shipping hits at \$150.



So what comes in this kit?! Let's break it down – each kit comes with:

- Two sets of Gossamer® Lashes (*you choose which style – see below for more on styles!*), in lengths 12mm & 14mm.
- One Fuse Control Wand™ (*these are your tweezers*)
- WhisperLight™ Dual Sided Bond (*this is your glue*)
- Seal & Finish Clear Coat (*this is your....honestly I'm not sure the point of this one.*)

The Gossamers

The Gossamer Lashes currently come in 4 styles – but only three are available through the Control Kit (and Lashify X, their lash subscription):

- A's, or Amplify, for an everyday effortless look
- B's, or Bold, for mascara like drama

- C's, or Curl, for the strongest curl



I decided to get my kit in the A's, or Amplify because the description was most like the look I was going for. I did also add on a B in the 10mm length to get free shipping.

The other style, which was just launched on March 15th, 2019, is the F's, or Fluffy. The F's are also the only style that come in an 8mm length at this time.



Styles A, B, & C are available in lengths 10mm, 12mm, 14mm, & 16mm. All of the listings for each lash style have great pictures to show you what the different lengths would look like.

In addition to the standard black color Gossamers, they also carry Prismatic Gossamers in shades like blue and purple – but these do not come in all the styles and lengths.

The Gossamers start at \$20 each cartridge (one cartridge is more than enough to do both of my tiny eyes).

Application + Wear

Ok – so now we're getting somewhere! This is what you came here for!

For starters – I test these out real-time on my YouTube channel and try them in different ways for a week. Check that video out [here](#):



If you don't feel like watching the video, let me summarize it for you. I am terrible at false lashes. I also *hate* things in or near my eye. So imagine my utter surprise when these were not only insanely easy to apply but didn't poke or irritate me either. They were just so easy, pretty and natural-looking – and by god – I'm obsessed with them!

Application is very user-friendly (in my opinion) and takes somewhere in between 4 coats of mascara length of time and fussing with (messing up, and then having to redo your makeup) strip lashes length of time. And I'm sure I will only get faster with practice!

Another plus to this lash system is their customizability – is that a word? Because you can get a variety of styles and lengths, you really can create a lash look that suits your eye specifically. There is a whole online Lashify Society that shares their own lash maps of how many of what styles. The possibilities are endless with these. Follow them on Instagram and you can see all kinds of application videos and tutorials on the DAILY.

They last an entire day on me, and I'm certain they would last multiple days (their claim is up to one week) – but because I like to really wash my face well at the end of the night – and that includes all eye makeup – I found it really difficult to feel like I was cleaning everything super well if I left them on. I also like to just kind of pick at them (because it's fun right? like a scab? WHAT?! I'm only human!) so even though I tried to leave them on at the end of the night, they all ultimately came off.

And although they don't really advertise that you can – you can absolutely reuse these! I have used the same Gossamers at least 3 times each! Just like strip lashes, as long as you take care of them, they will last longer.

Gossamer Examples + Faves

I've tried all four styles – in lengths ranging from 10mm – 14mm. I feel B10s look the MOST natural, like a just swiped on mascara – but after I tried on longer ones I was kind of addicted to longer ones. The F's are definitely the most heavy on the eyelid, as they are thicker, but they look absolutely stunning. A's and C's are pretty easy, breezy, light, and basic – but could definitely get some more volume out of stacking any of these styles together (again – you can really customize these in SO many ways!). I really don't know what my favorite styles are yet – I still really like playing with all of them, mixing and matching, stacking them in different ways. I also kind of like using the 10s or 12s and adding a teeny bit of mascara to the tip – it really enhances the "natural" quality of the look because it looks more like your natural lashes with mascara on them.

Here are A12s on my hooded eyes – I felt like they were SO long in person, but in photos and videos, they look so good 🥰.



Here are the new F's – fluffies – on my hooded eyes. You can see they are quite a bit heavier/thicker at the base providing more volume. For this set, I used 12s on the outer portion and 10s towards the inside.



Final Thoughts

I. love. these.

The initial kit is pricey – yes. But for someone with ridiculously short lashes, who doesn't want to do the strip lash thing and doesn't really want to to the lash extensions thing – this really is an amazing system. I can choose the days I want to have fabulous lashes – and it's so natural looking and EASY.

HIGHLY recommend – and if you want to try these for yourself you can [use my referral link for a discount off your starter kit here](#).

-LH

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BEAUTY

I Test-Drove the Best False Eyelashes—Here Are the Sets I Can't Live Without



BY ARDEN FANNING ANDREWS

January 3, 2020



Photographed by Irving Penn, Vogue, September 1991

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There was a time, before “Kardashian beauty” was a household term or YouTube tutorials informed our modern makeup techniques, that I wore false eyelashes all day, every day. I was going for a sort of French-New-Wave-meets-Japanese-anime look, and gluing wispy drugstore strips onto my upper lids became a prework, pre-party ritual that offered instant gratification. I felt more glamorous and adorable, like the features inhabiting my round face were outlined and emphasized like those of a cute cartoon. Eventually, though, the heavy caterpillar versions blinking on the contestants of *The Bachelor*, coupled with the rise of extreme semipermanent extensions, caused me to reevaluate my relationship with falsies. Plus, wearing them and carelessly peeling them off before bed each day was making my natural set shed away to an ultrafine fringe.

I avoided them for the Met gala, replacing the fuzzy accessories with strategic eyeliner and blue YSL mascara. I skipped them for my wedding and opted for a lash lift instead. Years passed, and then suddenly my too-cool-for-fake-eyelashes attitude shifted. And as if the fashion powers were feeling the same cloud lift, they started popping up on runways in iterations I hadn’t considered. At Gucci’s spring show, makeup artist Thomas de Kluyver glued strips onto eyebrows and under eyes for the kind of no-rules attitude with which the house has become synonymous. At Marc Jacobs, Pat “Mother” McGrath encircled eyes with exaggerated, spikey adaptations that felt a little bit ’60s. With my interest renewed, two questions surfaced: What are the best false eyelashes for at-home application? *Are they worth the effort?*

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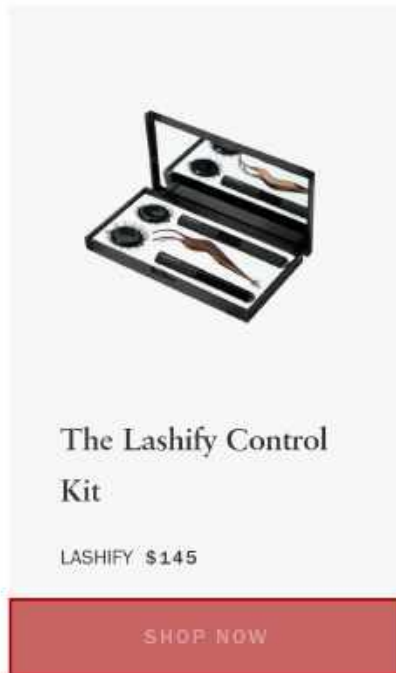
Photo: Arden Fanning Andrews

I gathered options from every beauty corner—Kryolan’s ultrafine Fashion falsies, AOA Studio’s affordable \$1 flares, Winky Lux’s XXO Tinsley (yes, as in Tinsley Mortimer of *The Real Housewives of New York*) collab, GoodJane’s synthetic silk Angel Wings—all in the name of research. After test-driving the options across America, from Friday night drinks in Chicago to a best friend’s wedding reception in Waco, Texas, to a holiday party in Hollywood, I narrowed down my favorites. I found that the thicker the lash, the heavier the necessary adhesive—and that the tiny glue tube that’s included in the box doesn’t always stick. For application, House of Lashes created a latex-free adhesive (safe for anyone with contact lenses) that’s quickly become a cult favorite thanks to its budge-proof hold. For removal, soaking a cotton swab in makeup remover and laying it on the glue until each faux strip melts away from your lids is the gentlest way to keep hold of your natural-born assets. Some brands suggest you skip the

soak and just peel them away to maintain the quality of your extensions—just know that you might be putting your real lashes at risk when you do.

Taking into account futuristic innovations, grab-and-go accessibility, and a breadth of styles, below are the best false eyelashes for seasoned pros and first-timers alike.

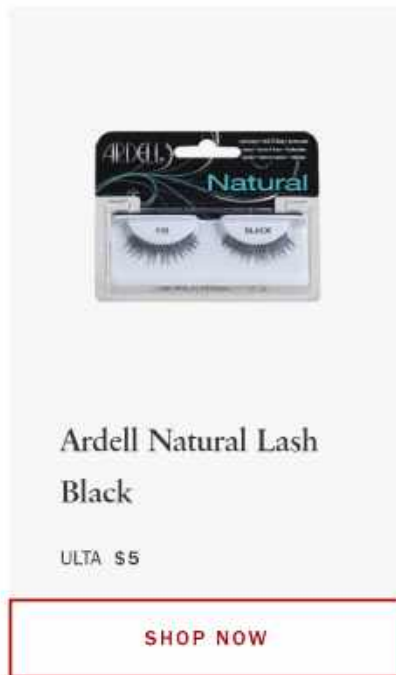
1. The Pro Favorite



At last season's [Golden Globes](#), celebrities such as Lupita Nyong'o, Amy Adams, and Thandie Newton trusted the [Lashify Control Kit](#) for their red carpet looks. A unique, ergonomically designed system, the first step is attaching short clusters of Korean silk "Gossamers" underneath your natural lashes, which helps to conceal the telltale glue strip. In lieu of my aforementioned cerulean mascara, I couldn't resist trying the electric shade of [Prismatic Gossamer Royal Kim Blue](#). Since it's an entirely new approach for me (glue is applied to your actual lashes), I watched a [video](#) and tapped an old friend, makeup artist [Daniel Martin](#), for his tips: "What's worked for me [when] using the Lashify lashes is letting the lash bond set for about a minute *before* you apply

the lashes. This helps magnetize the lash underneath to your own lashes. The Gossamers are my favorite to use because their clusters are easier to apply and you can really customize to your eye shape with them.”

2. The Corner Store Classic



With a price tag hovering below \$5, it’s hard to beat these supernatural waterproof lashes. Plus, it’s just as hard to tell where your real lashes end and these begin—the true testament to a good pair of fakes. For bespoke fringes, individual [Soft Touch Trios](#) create a customized shape with a shorter length for easy blending. Founded in the '70s, the Ardell brand has become one of the best-selling lines on the market for its “everyday lashes,” which are so fine they feel as light as a coat of mascara once applied. And in the scope of party prep, their availability (CVS, Target, Walgreens, [and beyond](#)) is a huge perk when you don’t feel like trekking all the way to a beauty superstore. After all, sometimes the urge for an upgraded gaze strikes at the last minute.

3. The All-Encompassing Range



Sephora Collection False Eye Lashes

SEPHORA \$10

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It's less than shocking that Sephora would pull through with an impressive array of faux options for every shape, style, and mood. Its Sidekick #5 minis are just tiny enough to attach to the outer corner of the lids without the added fuss of trimming. For a sculpted cat eye, the Demure #24 starts soft at the inner corners and builds volume and length on the outer edges. And for a "tousled" finish, the Hipster #20 is a curly set designed with believable floofiness. And if you find all of these a bit too straightlaced, collaborations like the crystal-inspired collection with [House of Lashes](#) and a pair of sherbet-inspired [Museum of Ice Cream](#) stunners (that look a bit like rainbow marabou, but are, in fact, cruelty-free) create their own limited edition temptation. Ultimately, the prices are fair, the quality is competitive, and the range is plentiful enough to suit occasions from dialed-up photo ops to chill maybe-I'm-born-with-it date nights.



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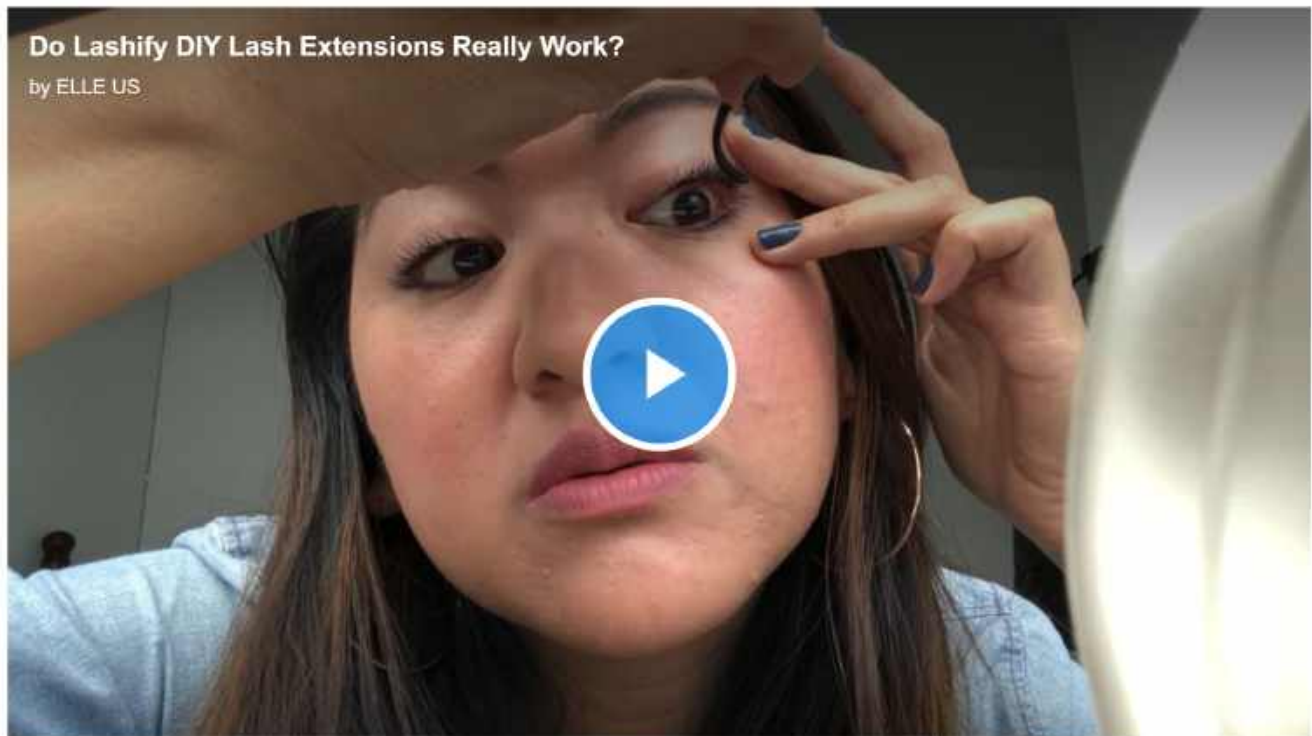
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This DIY Lash Extension Kit Has Ruined Mascara For Me Forever



BY [KRISTINA RODULFO](#)

MAY 16, 2018



Do Lashify DIY Lash Extensions Really Work?

by ELLE US

You always want what you can't have—for me, that's long, curled lashes. I was born with stubbornly straight ones that no mascara or curling tool have been able to boost. I've gotten addicted to extensions, fallen in love with [lash lifts](#), and become an expert at [applying strip lashes](#), so when I was introduced to Lashify, a new DIY

lash extension system, I thought I'd seen it all. Turns out, I was wrong.

LASHIFY IS A CROSS BETWEEN STRIP INDIVIDUALS AND ACTUAL LASH EXTENSIONS.

The application process is totally unique: you use a mascara-like tube of bonding solution just at the root of your lashes, then you tack on the individuals *underneath* your natural lashes. I repeat, **UNDERNEATH**. Then, you "fuse" your natural lashes with the faux ones using a tweezer-like tool and you finish off with a sealing solution. It sounds intimidating and, to be honest, it actually was the first time I tried it. By the second time, however, I was able to do both eyes in less than five minutes total. Meanwhile, sometimes it takes me fifteen minutes to apply strip lashes.



LASHIFY



Lashify Control Kit, \$125; lashify.com

SHOP NOW

LASHIFY LASTS UP TO A WEEK.

Unlike other strip lashes, which you take off at the end of the day, you can put on a little more bonding solution and have the lashes last for a couple of days or even a full week. This is what's most impressive to me. I adore the convenience of lash extensions and waking up with my eye "makeup" essentially done, but I easily get tired of having to be so conscious of the lashes (not rubbing my eyes, not sleeping on my side, washing my face carefully, etc.)

Lashify gives me the option to extend the length of the lashes' flattering effect, but also the freedom to take them off at the end of the day and not have to worry about messing them up. While testing the lashes out, I didn't wear them longer than two days at a time, but I feel like I could've kept going.



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@lashify is GAME CHANGING / has me feeling myself more than usual dont mind me 🧑🏻🧑🏻🧑🏻🧑🏻 more 📺
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THEY ARE THE MOST NATURAL-LOOKING FALSE LASHES YOU'LL EVER WEAR.

Because you apply the lashes from underneath your natural ones (I'm still not over how genius that is), there's zero evidence you're wearing falsies at all. All that shows is your natural lash line. No awkward strip. No bad liquid liner cover-up. Take a look for yourself and see there's no trace of anything other than fluffy, long lashes:





KRISTINA RODULFO

YOU CAN CUSTOMIZE YOUR LASH LOOK.

Like actual lash extensions, you can choose different lengths and curl patterns to create whatever look you desire. I really love wearing a cat eye, so I decided to mimic that look by using shorter lashes at the inner corners, and extra long ones toward the outer corners. On nights I was going out and wanted a little more drama, I simply stacked the individual lashes on top of each other. They're weightless, so they don't feel too heavy on the lid at all.

I slept in these lashes. I ran six miles in these lashes. I wore them while staying out until 4am.

THE LASHES ARE REALLY DURABLE.

I slept in these lashes. I ran six miles in these lashes. I wore them while staying out until 4am. I took a shower in these lashes (facing away from the shower head!) I got caught in a torrential downpour. Each time, I was pleasantly surprised at not only how they didn't budge, but how comfortable they felt. At times, I forgot I was wearing anything. Another major plus of Lashify is that they feel even less damaging than regular mascara. There's no pinching (or accidentally pulling out) lashes with a curler, and no rubbing on the eyes and lashes to get rid of mascara. Your natural

lashes get to keep their integrity while the false ones just sit below and make you look fab. I think Lashify ruined mascara for me forever.

THE LASHES ARE EXTREMELY EASY TO REMOVE.

You can use an oil-based makeup remover, but the glue is so gentle that I literally just pull the lashes out. It doesn't hurt or feel irritating at all.



KRISTINA RODULFO

LASHIFY COMES AT A PRICE.

In order to use Lashify, you need to buy the Control Kit, which will cost you \$125. In comparison to \$5 drugstore lashes, that's pretty steep. Once you have a kit, however, you don't need to repurchase it—you could opt to just buy individual

packages of lashes for \$20, which isn't too far off from what you'd pay buying mink lashes from brands like Velour. Meanwhile, actual lash extensions can cost you \$150+ on average for first application, and you still have to pay for regular follow-ups every couple of weeks. Plus, the two lash sets you get from the Control Kit are reusable—the brand says up to three times, but I've re-worn the lashes more times than that.

BOTTOM LINE: THESE LASHES ARE GAME-CHANGING.

After trying every possible lash tool and trend out there, I have to say this is by far my favorite. The look, the feel, the convenience, the ease—it hits all the marks and is well worth the \$125 investment.

KRISTINA RODULFO BEAUTY DIRECTOR

Kristina Rodulfo is the Beauty Director of Women's Health—she oversees beauty coverage across print and digital and is an expert in product testing, identifying trends, and exploring the intersections of beauty, wellness, and culture.

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These New False Lashes Are as Easy to Use as Applying Mascara

By **Victoria Moorhouse** | Updated Jun 06, 2018 @ 12:00 pm



CREDIT: GETTY

I've always considered applying false eyelashes an impossible task. It was never going to happen for me. I marvel at anyone who can manage to put them on without the strip peeling off in minutes, let alone have them look somewhat decent. I'm not nearly the only one that thinks most false lashes are notoriously difficult to use *and* unnatural-looking, though. And because of that common belief, false lash brands are constantly innovating in attempt to create a foolproof system that anyone can use.

In my opinion, most fall flat, but there's one new system out there that's changed my mind (and apparently a ton of celebrity makeup artists') about false lashes. It goes by the name of Lashify.



CREDIT: COURTESY

It's likely the most natural-looking false lash system you've ever seen, not to mention the easiest to use. It was founded by a woman named Sahara Lotti who

felt like there was a major void in the market and was sick of dealing with the damage of constant extension applications.

She spent three years creating a patented system complete with a custom application tool, a bonding product, a finishing coat, and most importantly, lashes.

Since its launch this year, it's already secured the attention and praise of celebrity makeup artist [Matin](#), who works with stars like Anne Hathaway and Claire Danes, as well as [Jamie Greenberg](#), the longtime makeup artist of Kaley Cuoco.

RELATED: Everything You Need to Know About Magnetic Eyelashes

"I'm obsessed! It's the most natural-looking lash system on earth," Matin told us of Lashify.

What sets it apart from the rest is the incredibly light and natural lashes, formally named Gossamer lashes. Available in three different styles, they're actually designed to fit underneath the lashes, as opposed to on top of them. Because they fit underneath your natural lashes, there are absolutely no seams, so no one is able to tell them apart from your real eyelashes.

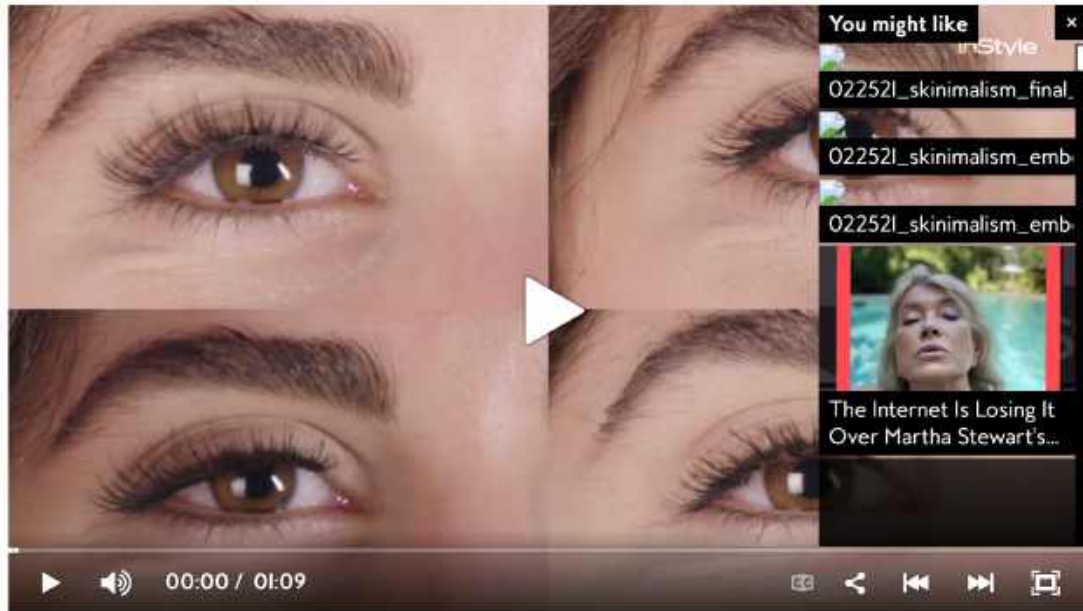


They're applied using a bonding glue and an application tool that is specifically shaped to safely reach this tight area. After you apply the lashes, you lock them in place using a sealer included in the kit. Greenberg actually created an entire YouTube video to show how easy it is to use. You can watch her demo above.

The four-piece kit retails for \$125, but if you plan on wearing eyelashes every single day, you can sign up for a \$40-a-month membership. Matin recently used

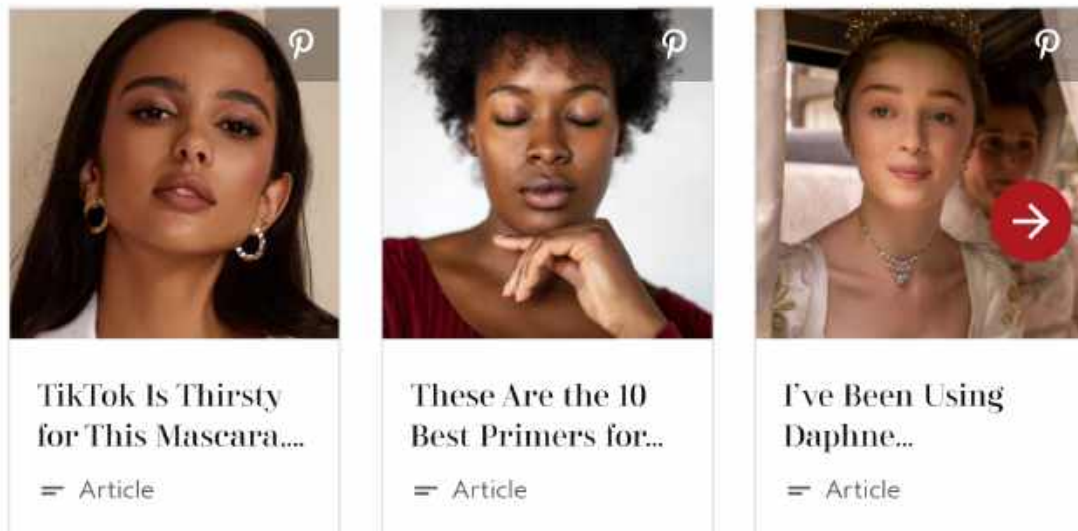
the lashes on Claire Danes, and also used them on Cynthia Nixon for a magazine cover.

VIDEO: 4 Ways to Apply At-Home Eyelash Extensions



Who knows, maybe this is one beauty skill I can finally master. Never say never.

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Your Favorite Highlighter Brand Is Closing

Here's everything to know about Becca Cosmetics shutting down.

By **Erin Lukas**

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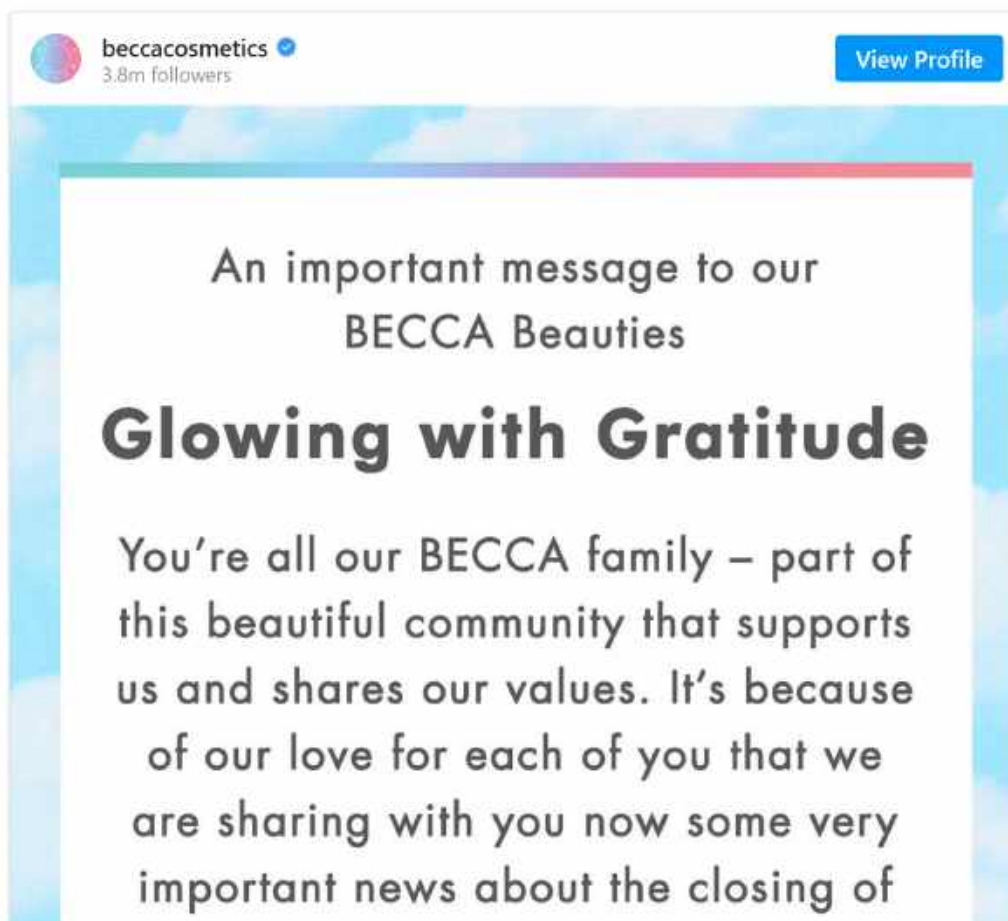


CREDIT: BECCACOSMETICS/INSTAGRAM

Becca Cosmetics is popping its last Champagne Pop highlighter this fall.

On Feb. 24, the cosmetics brand known for its pressed powder highlighters and makeup primers announced that it's closing, effective September 2021. The brand shared the news in a statement on its [website](#) and Instagram, citing the impact of COVID-19 on its business as the reason.

"At BECCA, an accumulation of challenges, together with the global impact of COVID-19, has sadly been more than our business can withstand, and we have had to make the heartbreaking decision to close down the BECCA brand at the end of September 2021," the brand wrote in the Instagram post's caption.





WWD reports that the closure is part of Becca's parent company, beauty conglomerate, Estée Lauder's post-COVID Business Acceleration program, which also includes shutting down under-performing retail locations, counters in travel retail and Latin America, among other initiatives.

[RELATED: How Kerry Cole Turned Becca Cosmetics Into The Ultimate Millennial Beauty Brand](#)

According to the brand, they will continue to support the various mental health organizations they've partnered with while still in business. "We've done meaningful work supporting mental wellness with the JED Foundation and Mental Health Mates and will continue to do so through our commitment to The Trevor Project this coming June," the statement reads.

Becca also confirms that their products will still be available to purchase online until the end of September 2021, or until they sell out.

VIDEO: Shopping for Makeup Post COVID-19 Lockdown Will Never Be the Same



Throughout the years, Becca has launched a number of noteworthy collaborations, including a highlighter with influencer Jaclyn Hill called Champagne Pop and a collection with its celebrity ambassador, *Euphoria* star Barbie Ferreira.

In 2019, market research firm The NPD Group named Becca's Shimmering Skin Perfector the best-selling highlighter in the U.S., and for many millennials, it was the first highlighter that *really* gave us that elusive glow.

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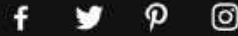
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EXHIBIT B



US011253020B2

(12) **United States Patent**
Lotti

(10) **Patent No.:** **US 11,253,020 B2**

(45) **Date of Patent:** ***Feb. 22, 2022**

(54) **ARTIFICIAL LASH EXTENSIONS**

(71) Applicant: **Lashify, Inc.**, North Hollywood, CA
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(US)

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

This patent is subject to a terminal dis-
claimer.

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(51) **Int. Cl.**
A41G 5/00 (2006.01)
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(58) **Field of Classification Search**

CPC **A41G 5/02**
See application file for complete search history.

(56) **References Cited**

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Primary Examiner — Cris L. Rodriguez

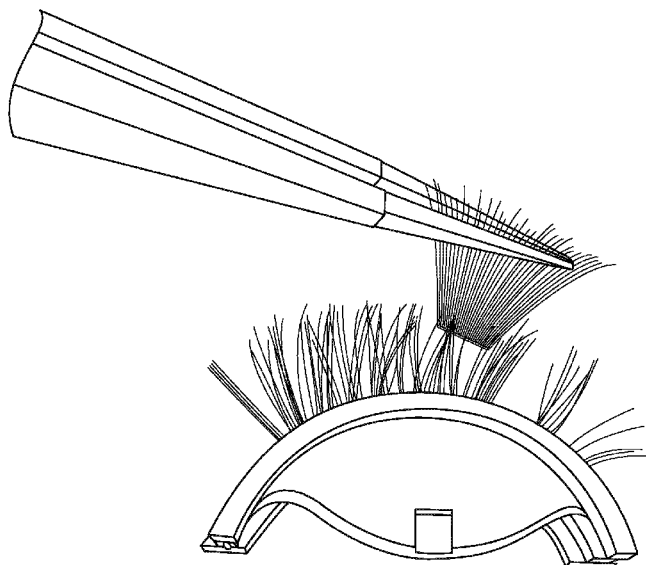
Assistant Examiner — Brianne E Kalach

(74) *Attorney, Agent, or Firm* — Lowenstein Sandler LLP

(57) **ABSTRACT**

An artificial lash extension system includes multiple lash
extensions designed to attach to an underside of natural
lashes. Each of the multiple lash extensions include multiple
clusters of artificial hairs. Each of the multiple clusters
include at least two artificial hairs. Each of the multiple lash
extensions include a base from which the at least two
artificial hairs of each of the plurality of clusters protrude. At
least some of the artificial hairs are connected to one another
at a respective part of the base by at least an application of
heat.

19 Claims, 10 Drawing Sheets



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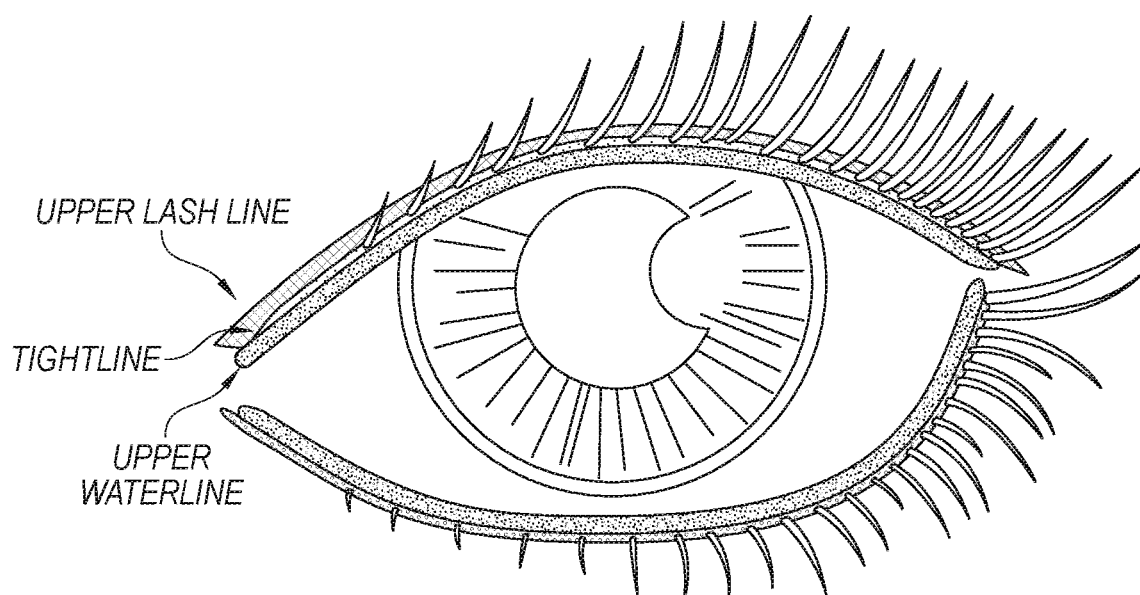


Fig. 1

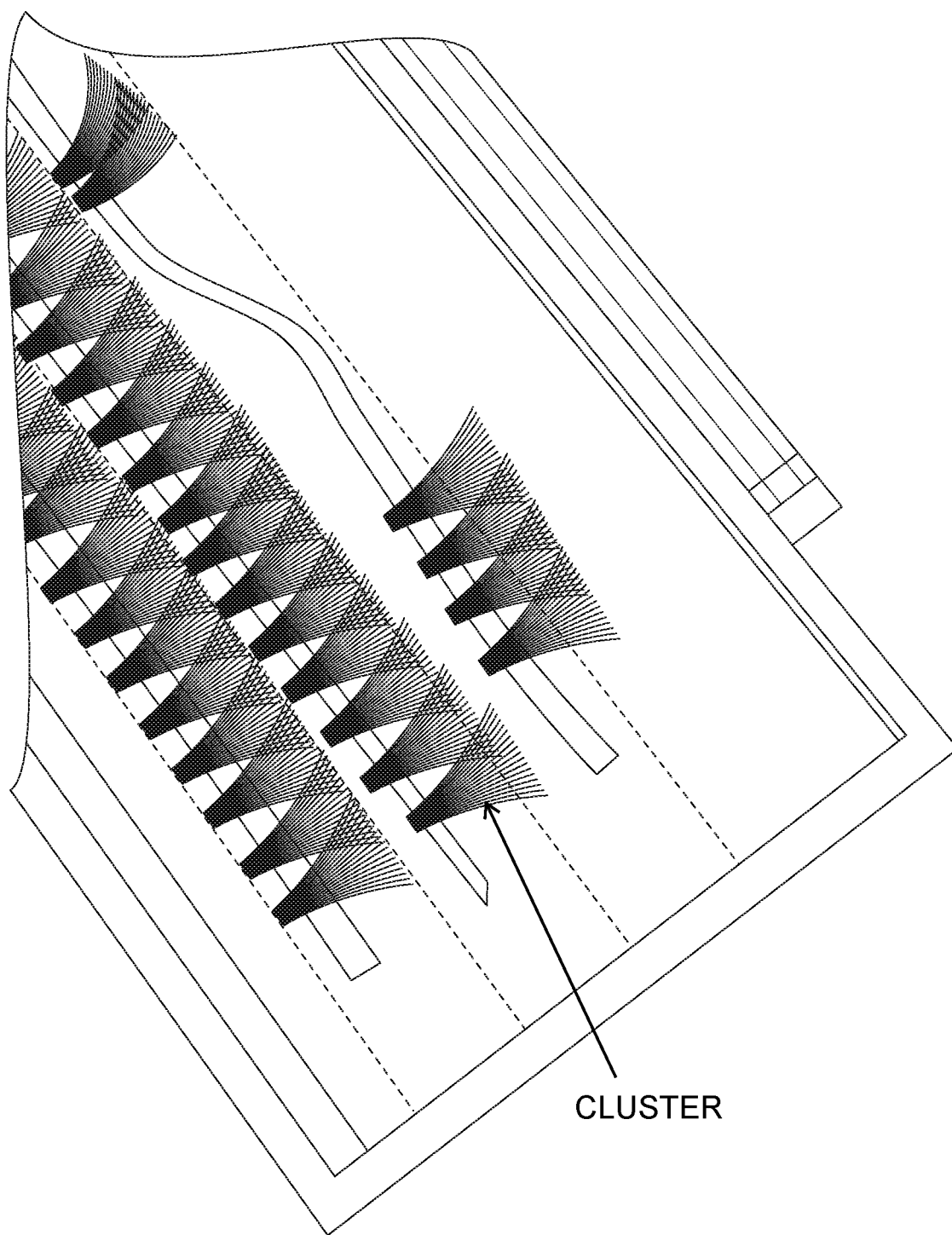


Fig. 2

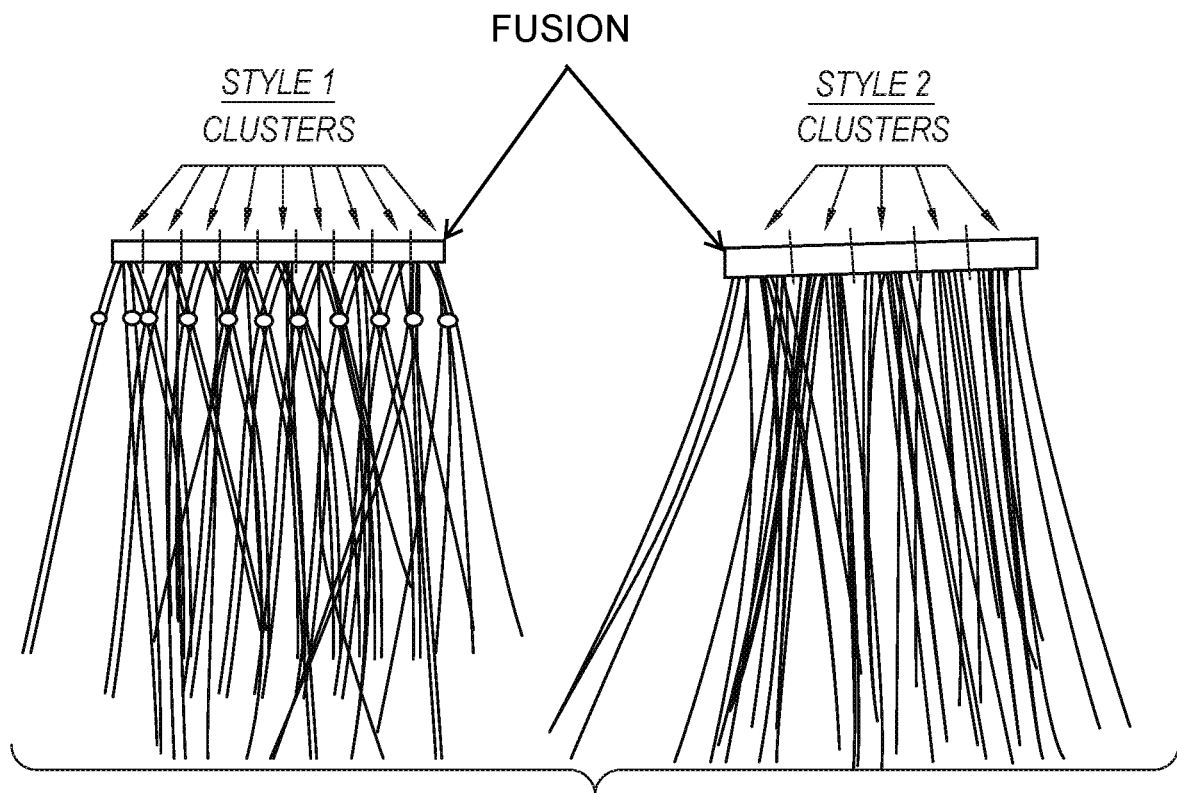


Fig. 3A

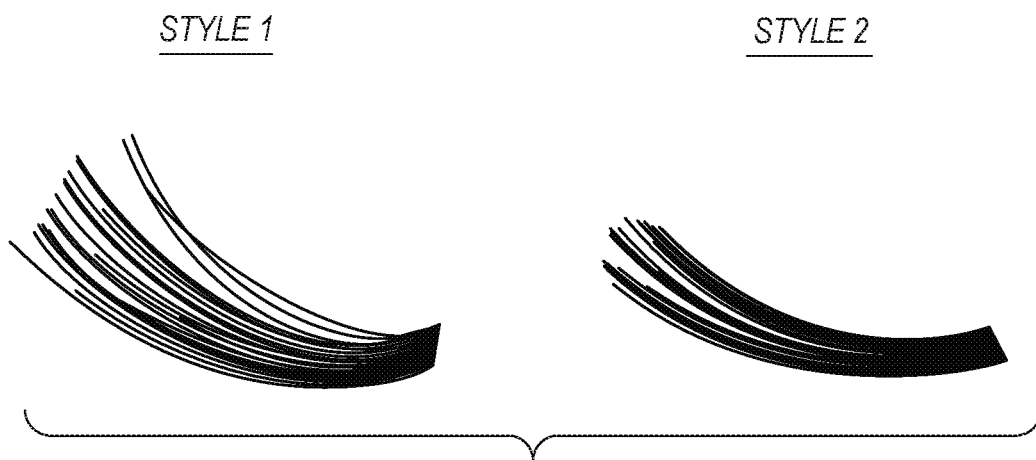


Fig. 3B

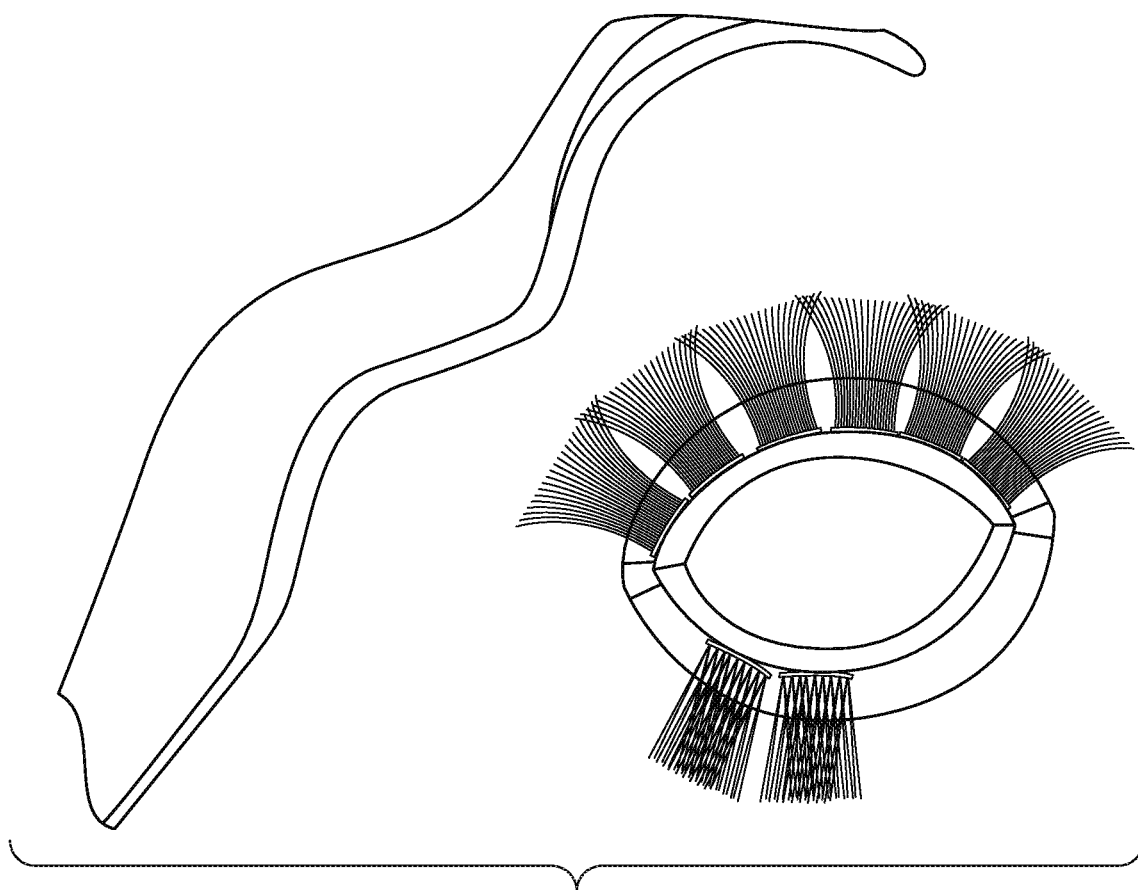


Fig. 3C

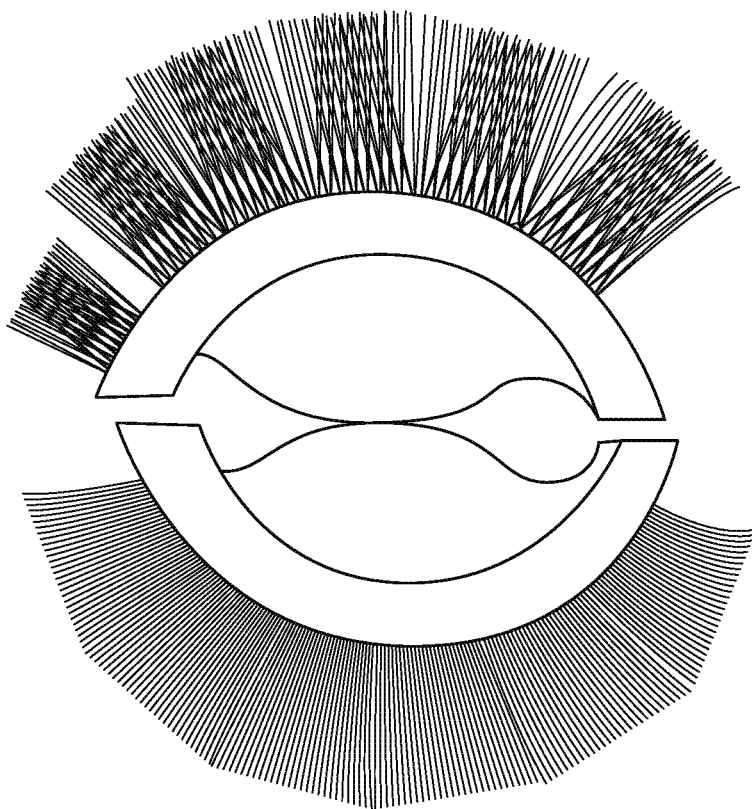


Fig. 4

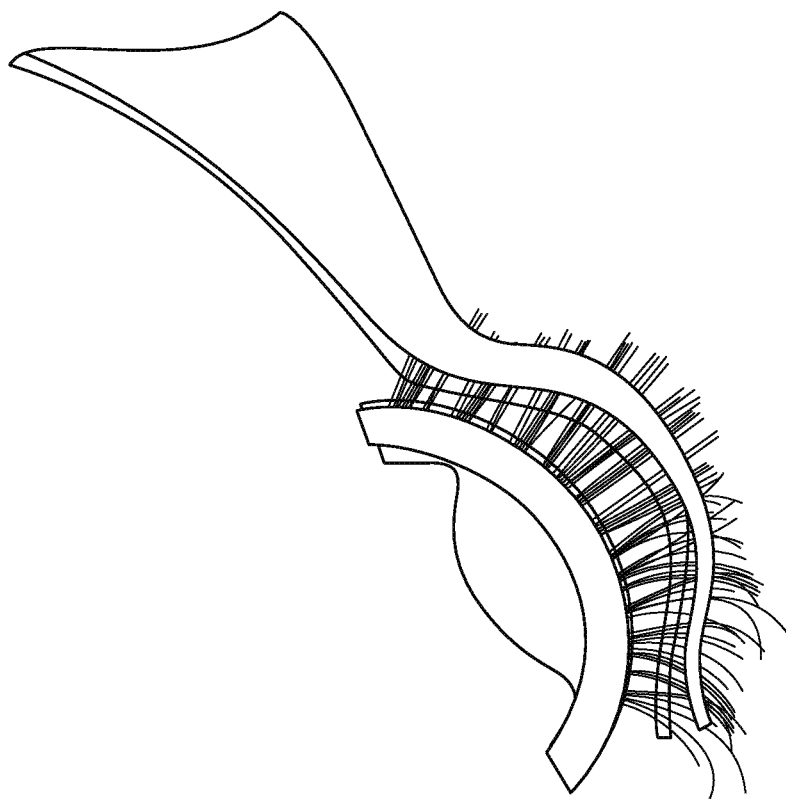


Fig. 5

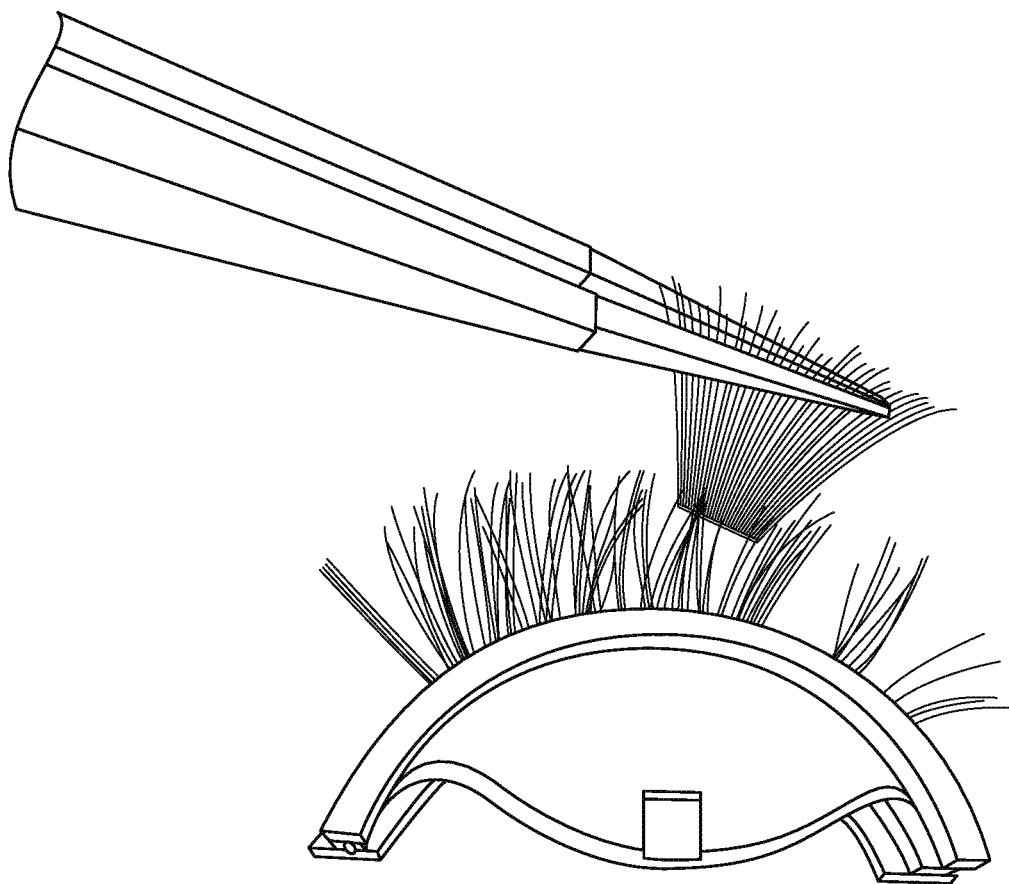


Fig. 6

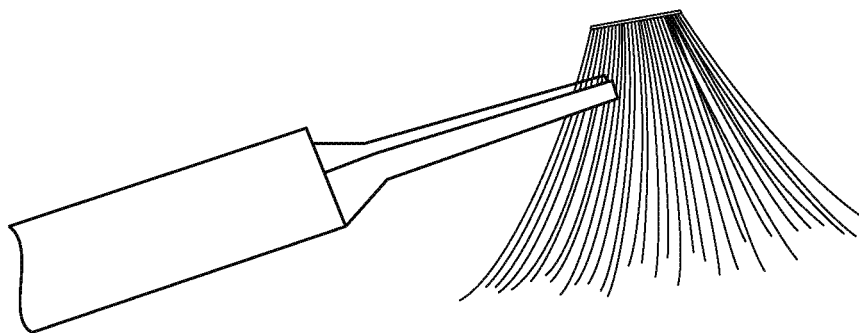
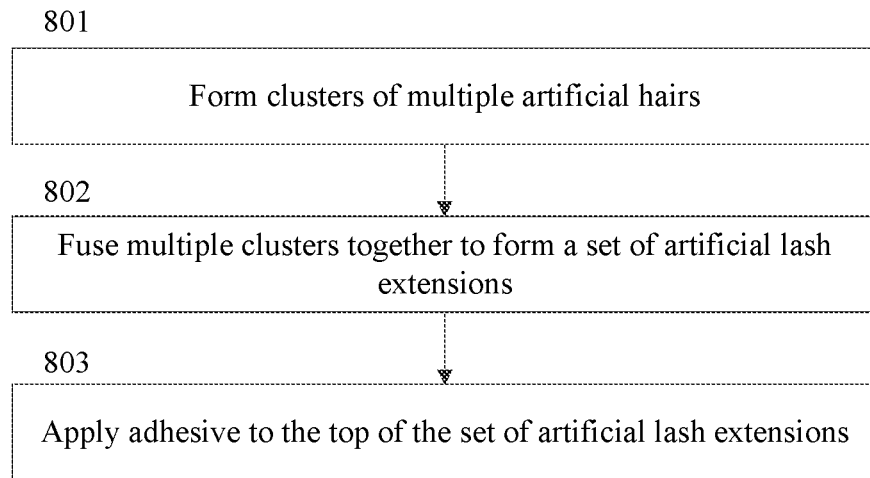
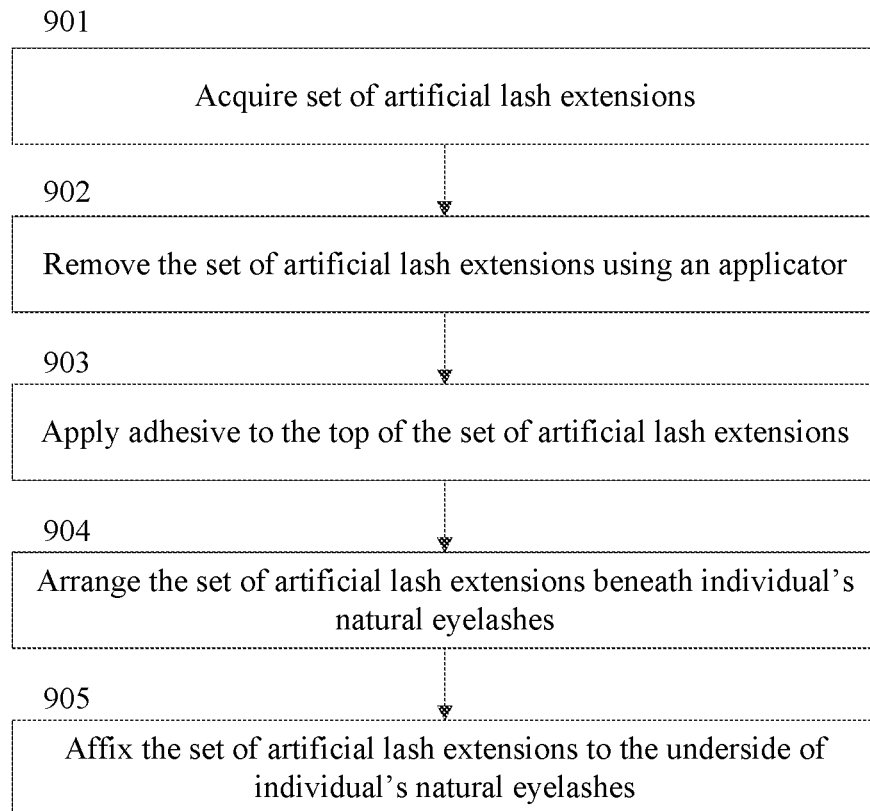


Fig. 7

800**FIG. 8**

900**FIG. 9**

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ARTIFICIAL LASH EXTENSIONS**CROSS-REFERENCE TO RELATED APPLICATIONS**

The present application is a continuation of U.S. patent application Ser. No. 17/003,853, filed Aug. 26, 2020; which is a continuation of U.S. patent application Ser. No. 16/556,518, filed Aug. 30, 2019; which is a continuation of U.S. patent application Ser. No. 15/968,361 filed May 1, 2018, now U.S. Pat. No. 10,660,388 issued May 26, 2020; which is a continuation of International Application No. PCT/US17/44217 filed Jul. 27, 2017; which claims the benefit of U.S. Provisional Application No. 62/368,116 filed Jul. 28, 2016; the contents of all of which are incorporated herein by reference in their entirety herein.

FIELD OF THE INVENTION

Various embodiments concern artificial eyelashes and, more specifically, clusters of artificial eyelash extensions that can be applied to the underside of an individual's natural eyelashes.

BACKGROUND

Eyelash extensions have conventionally been used to enhance the length, thickness, and fullness of natural eyelashes. Eyelash extensions, however, must be applied to an individual's natural eyelashes one by one to avoid having the eyelash extensions stick together. Consequently, lash extension services can cost hundreds of dollars depending on the type and number of lashes used, the skill of the cosmetician, and the venue where the eyelash extensions are applied. It usually takes an experienced cosmetician one to two hours to attach a full set of eyelash extensions.

Clusters of artificial lashes have conventionally been used to enhance the length, thickness, and fullness of an individual's natural eyelashes. However, each cluster must be applied to the individual's eyelashes individually in order to avoid having the clusters of artificial lashes stick together and to ensure multiple clusters are evenly distributed across the width of the individual's lash line.

Alternatively, false eyelashes may be applied directly to an individual's eyelid. False eyelashes come in strips (and thus may also be referred to as "strip lashes") that can be trimmed to fit the width of the individual's eyelid. While a strip of false eyelashes can be applied in a single motion, false eyelashes are easily distinguishable from the individual's natural eyelashes and may be uncomfortable when worn for extended periods of time.

BRIEF DESCRIPTION OF THE DRAWINGS

Various embodiments are illustrated by way of example and not limitation in the accompanying drawings, in which like references indicate similar elements. Various objects, features, and characteristics of the present invention will become more apparent to those skilled in the art from a study of the Detailed Description in conjunction with the accompanying drawings.

FIG. 1 depicts the upper tightline, upper lash line, and upper waterline of an eyelid.

FIG. 2 depicts clusters of artificial lashes that can be used by professional lash technicians and cosmeticians.

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FIG. 3A depicts how multiple clusters of artificial lashes can be connected to form a bundle (also referred to as a "lash fusion").

FIG. 3B is a side view of two different styles of lash fusion.

FIG. 3C illustrates how a set of multiple lash fusions can be secured to an individual's lashline in a single motion.

FIG. 4 illustrates how multiple lash fusions within a set can be positioned in a specified arrangement.

FIG. 5 depicts how the arrangement of the set of lash extensions enables all of the lash fusions to be simultaneously grasped by an applicator.

FIG. 6 depicts how the set of lash fusions can be placed underneath an individual's natural lashes, where the plastic represents the individual's eyelid.

FIG. 7 depicts how an adhesive can be applied to the top of an entire set of lash extensions or to the lash fusions that make up the set.

FIG. 8 depicts a flow diagram of a process for manufacturing a lash fusion including multiple clusters of artificial lashes.

FIG. 9 depicts a flow diagram of a process for applying a set of lash extensions to an individual's natural eyelashes.

The figures depict various embodiments for the purpose of illustration only. Those skilled in the art will readily recognize that alternative embodiments may be employed without departing from the principles of the present invention. The claimed subject matter is intended to cover all modifications, equivalents, and alternatives falling within the scope of the present invention as defined by the appended claims.

DETAILED DESCRIPTION

Conventional eyelash extensions (or simply "lash extensions") are individually adhered to an individual's eyelashes one-by-one in order to prevent the eyelash extensions from sticking together. However, because the average individual might have anywhere from thirty to eighty lashes per eye, the application process can take several hours to attach a full set of eyelash extensions.

Introduced here, therefore, are techniques for creating clusters of artificial lash extensions that can be applied to an individual's natural eyelashes. Clusters of artificial lashes include multiple artificial hairs made of natural materials (e.g., silk or authentic mink hair) or synthetic materials (e.g., acrylic resin, polybutylene terephthalate (PBT), or synthetic mink hair made of polyester). A cluster of artificial lashes generally includes approximately 10 to 30 artificial hairs (and preferably 10 to 20 artificial hairs). Clusters of artificial lashes are initially formed using, for example, a hot melt method in which artificial lashes are heated. For example, in some embodiments linear artificial lashes are heated at one end such that they begin to fuse to one another at that end, while in other embodiments linear artificial lashes are heated near a central point and folded underneath one another. Clusters of artificial lashes have conventionally been made available only to professional lash technicians and cosmeticians.

Multiple clusters can then be fused together to form a bundle (also referred to as a "lash fusion") that can be applied along the upper tightline in a single motion. As shown in FIG. 1, the upper tightline is interposed between the upper lash line and the upper waterline. While certain embodiments have been described in the context of lash fusions that include multiple clusters, those skilled in the art

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will recognize that a lash fusion could also include a series of individual artificial hairs that are connected to one another.

More specifically, a lash fusion can include multiple clusters that are fused together near the inner ends of the artificial lashes (also referred to as the “base” of the lash fusion) to form a straight line of artificial hairs that can be placed underneath an individual’s natural lashes. For example, the multiple clusters can be fused together (e.g., via a heat seal process) approximately 1-5 millimeters (mm) above the base via crisscrossing artificial hairs. In some embodiments, the multiple clusters are fused together approximately 1.5-2.5 mm above the base. The distance from the base at which fusing occurs may depend on the desired fan-out of the artificial lashes (e.g., shorter distances may cause a larger fan-out). Adjacent clusters can be secured to one another when the intersecting portions of the crisscrossing artificial hairs are fused together. Such a technique allows a set of multiple lash fusions to appear seamless and blend in with an individual’s natural lashes.

The base of the lash fusion (i.e., where the multiple clusters are fused together) is intended to be affixed to an individual’s natural lashes. The lash fusion may be approximately 4-8 mm wide. A lash fusion could include 3-10, 3-7, 5-10, 5-7, or 4-6 clusters. Accordingly, a lash fusion could include 30-150, 30-120, or 30-90 individual artificial hairs.

A set of multiple lash fusions can then be formed by arranging the multiple lash fusions next to one another in a form that matches the curvature of the upper tightline along the base of an eyelid. While the multiple lash fusions are typically not connected to one another (e.g., are not fused together using heat, an adhesive, etc.), the entire set can be applied to the underside of the individual’s natural lashes in a single motion. A set could include 3-8, 3-5, 5-8, or 4-6 lash fusions. Accordingly, a set could include 150-360 individual artificial hairs.

The number of lash fusions in a set may vary. In fact, because the multiple lash fusions are typically not secured to one another, an individual could decide to apply part of a set (e.g., five lash fusions rather than six lash fusions) based on the desired density.

Density of the artificial hairs may vary across the width of the eyelid. In some embodiments the artificial hairs are distributed evenly across the entire tightline (i.e., each cluster/lash fusion can include a substantially similar number of artificial lashes), while in other embodiments the artificial hairs are more densely populated in certain area(s) of the tightline (i.e., some clusters/lash fusions may include fewer artificial lashes than others). For example, density may be lower along the outer edge opposite the tear duct.

An adhesive may be applied to the top of each lash fusion within a set during the manufacturing process, which enables an individual to easily apply the set of lash fusions directly to the underside of the individual’s eyelashes rather than to the individual’s eyelid. Additionally or alternatively, the individual could apply an adhesive before applying the set of lash fusions to the individual’s natural eyelashes. For example, the individual may apply an adhesive to the set of lash fusions before applying the set of lash fusions to the natural eyelashes. As another example, the individual could apply an adhesive directly to the natural eyelashes. The adhesive could be a waterproof glue or mascara.

Terminology

Brief definitions of terms, abbreviations, and phrases used throughout this application are given below.

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Reference to “one embodiment” or “an embodiment” means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the disclosure. The appearances of the phrase “in some embodiments” are not necessarily referring to the same embodiment, nor are they necessarily referring to separate or alternative embodiments that are mutually exclusive of one another.

The terms “connected,” “coupled,” or any variant thereof includes any connection or coupling between two or more elements, either direct or indirect. The coupling or connection between the elements can be physical, logical, or a combination thereof. For example, two components may be coupled directly to one another or via one or more intermediary channels/components. The words “associate with,” meanwhile, mean connecting or relating objects, items, etc.

System Topology Overview

FIG. 2 depicts clusters of artificial lashes that can be used by professional lash technicians and cosmeticians. Each cluster of artificial lashes includes multiple artificial hairs that consist of natural materials (e.g., silk or authentic mink hair) or synthetic materials (e.g., acrylic resin, PBT, or synthetic mink hair made of polyester).

Clusters of artificial hairs typically include 10 to 30 hairs that are heated (e.g., as part of a hot melt process) and then secured to one another. For example, in some embodiments linear artificial lashes are heated at one end such that they begin to fuse to one another at that end, while in other embodiments linear artificial hairs are heated near a central point and folded underneath one another.

In some embodiments, some or all of the artificial hairs within a cluster may be tied to a support thread (i.e., knotted). The artificial hairs may be tied by any such means, such as a slip knot that prevents horizontal spreading of the cluster.

FIG. 3A depicts how multiple clusters of artificial lashes can be connected to form a bundle (also referred to as a “lash fusion”). More specifically, the lash fusion can include multiple clusters that are fused together near the base to form a straight line of artificial hairs that can be applied along the upper tightline.

For example, the multiple clusters can be fused together (e.g., via a heat seal process) approximately 1-5 mm above the base via crisscrossing artificial hairs. In some embodiments, the multiple clusters are fused together approximately 1.5-2.5 mm above the base. Adjacent clusters can be secured to one another when the intersecting portions of the crisscrossing artificial hairs are fused together. Such a technique allows a set of multiple lash fusions to appear seamless and blend in with an individual’s natural lashes.

The intersecting portions of the crisscrossing artificial hairs could also be connected using an adhesive (i.e., rather than being fused together via a hot melt process). In such embodiments, the multiple clusters may be exposed to a curing assembly (e.g., a heater, dryer, or light source) that causes the adhesive to solidify. Artificial lashes made of natural materials (e.g., human or authentic mink hair) are typically connected using a glue or other adhesive rather than through the hot melt process.

A lash fusion could include 3-10, 3-7, 5-10, 5-7, or 4-6 clusters. Accordingly, a lash fusion could include 30-90 individual artificial hairs. Here, for example, a first style of lash fusion includes nine clusters, while a second style of lash fusion includes five clusters.

Note, however, that both styles could include the same number of artificial lashes. For example, the first style of lash fusion may include nine clusters of five artificial lashes

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each, while the second style of lash fusion may include five clusters of nine artificial lashes each. Both styles could also include different numbers of artificial lashes (e.g., the first style may include a higher density of artificial lashes, and thus be more appropriate for placement near the tear duct).

Lash fusions may be 4-8 mm wide, though embodiments are often 5-6 mm wide. This is much wider than conventional clusters (which are 1.5-2 mm wide), and thus provide greater coverage along the eyelid.

FIG. 3B is a side view of two different styles of lash fusion. The multiple clusters of each lash fusion can be fused to one another (e.g., during a hot melt process). Such a design provides several advantages over conventional clusters of lash extensions.

For example, because the multiple clusters can be heat sealed to one another, the total height at the base of the lash fusion is only 0.05-0.15 mm. Conventional clusters, meanwhile, use a string at the base to connect the artificial hairs to one another. But the presence of the string causes the total height at the base of the cluster to exceed 0.3 mm (e.g., typically 0.3-0.7 mm).

Moreover, the lash fusions described here have no quantifiable weight. Therefore, the lash fusions can more easily adhere to an individual's natural lashes and remain secured for longer periods of time. Again, the presence of the string causes conventional clusters to have a quantifiable weight that affects how they must be adhered to the individual's natural lashes.

FIG. 3C illustrates how a set of multiple lash fusions can be secured to an individual's lashline in a single motion. A set can include multiple lash fusions that are arranged to match the curvature of the upper tightline of an eyelid. For example, multiple lash fusions may be arranged such that the inner ends (i.e., the bases) form a concave shape that substantially complements the universal tightline of nearly any human eye. In some embodiments, sets preferably include five to seven distinct clusters of artificial lashes. The number of lash fusions within each set (as well as the number of clusters within each lash fusion) may be based on the thickness of the artificial hair used, the desired style of the eyelid on which the set is intended to be affixed, the desired lash density (also referred to as "fullness" of the individual's lashes), etc. As shown in FIG. 3C, the set of lash fusions is aligned with the tightline rather than the lash line, and then affixed to the underside of the individual's natural lashes. Said another way, the set of lash fusions is applied directly to the underside of the natural lashes rather than to the eyelid.

An adhesive can be applied to the top of each lash fusion in the set, which enables an individual to easily apply the set directly to the natural lashes. The individual responsible for applying the set of lash fusions could be a person who affixes the lash fusions to herself or some other person (e.g., a professional lash technician or a cosmetician). In some embodiments, the adhesive is applied when the lash fusions and/or the set are initially manufactured. Additionally or alternatively, the individual could apply an adhesive before attaching the set of lash fusions to the individual's natural lashes.

The adhesive could be a waterproof (semi-permanent) glue, mascara, or some other co-polymer solution having an adhesive quality. Although latex-based adhesives are generally avoided to avoid irritation of the individual's eyelid (e.g., due to an allergic reaction), adhesives can include various other natural and/or chemical ingredients. Examples of possible adhesives include:

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Acrylates/ethylhexyl acrylate copolymer, aqua, propylene glycol, ceteareth-25, hydrogenated castor oil, glycerin, phenoxyethanol, 2-bromo-2-nitropropane-1, 3-diol, methylchloroisothiazolinone, methylisothiazolinone, methylparaben, and optionally a color agent (e.g., black 2 (CI 77266));

Polyterpene, styrene/isoprene copolymer, petrolatum, polyisobutene, microcrystalline wax (cera microcrystallina, cire microcrystalline), hydrogenated styrene/methyl styrene/indene copolymer, styrene/VA copolymer, and optionally an antioxidant (e.g., butylated hydroxytoluene (BHT));

Chlorine dioxide, p-anisic acid, biotin, *lavandula angustifolia* oil, propylene glycol, water, 2-ethylhexyl acrylate, and optionally a preservative (e.g., benzalkonium chloride); and

Acrylate copolymer and water.

Those skilled in the art will recognize that many other adhesive compositions are possible and, in fact, may be desirable for individuals having certain allergies, desiring certain fixation duration (also referred to as "permanency" of the lash extensions), etc.

Semi-permanent clusters of lash extensions may be applied with a Federal Drug Administration-approved (FDA-approved) adhesive that achieves a strong bond. Such adhesives generally include cyanoacrylate. Different types of cyanoacrylates (e.g., ethyl, methyl, propyl, butyl, and octyl) have been designed for bonding to different surfaces. For example, adhesives made from methyl-2-cyanoacrylate are designed to bond a smooth surface (e.g., the lash extension) to a porous surface (e.g., the natural eyelash), but not on the skin as it may cause irritation.

FIG. 4 illustrates how multiple lash fusions within a set can be positioned in a specified arrangement. While the multiple lash fusions within the set will typically not be connected to one another, the multiple lash fusions can be arranged such that the set substantially complements the shape of an eyelid. More specifically, the curvature of the multiple lash fusions may substantially match the tightline curvature of an average person. Thus, an entire set of lash fusions may become substantially flush with the lash line when the set is arranged proximate to the tightline. Together, the multiple lash fusions form a set of lash extensions that can be collectively applied in a single motion.

FIG. 5 depicts how the arrangement of the set of lash extensions enables all of the lash fusions to be simultaneously grasped by an applicator. More specifically, an individual or a healthcare professional, such as a lash technician or cosmetician, can grasp an entire set of lash extensions using the applicator and simultaneously apply the entire set of lash extensions to the individual's natural eyelashes in a single motion.

FIG. 6 depicts how the set of lash fusions can be placed underneath an individual's natural lashes, where the plastic represents the individual's eyelid. As further described below, an adhesive is applied to the top of each lash fusion in the set of lash extensions. Consequently, the set of lash extensions can be applied directly to the underside of the individual's natural lashes proximate to the tightline, rather than to the eyelid above the lash line.

FIG. 7 depicts how an adhesive can be applied to the top of an entire set of lash extensions or to the lash fusions that make up the set. Additionally or alternatively, an adhesive could be applied to the individual's natural lashes. The adhesive applied to the artificial lash extensions may be the same adhesive applied to the individual's natural lashes or a different adhesive.

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Such a technique enables the individual to easily apply the set of lash extensions directly to the underside of the individual's natural lashes proximate to the tightline, rather than to the individual's eyelid adjacent to the lash line. While multiple lash fusions are typically arranged with the intention that they be simultaneously grasped and applied to the individual's natural lashes, the individual could also individually apply the lash fusions.

The adhesive could be a semi-permanent glue or mascara. In some embodiments, the adhesive includes an oil-soluble polymer or a water-soluble polymer that helps to enhance adhesion and substantivity of the artificial lash extensions to the individual's natural eyelashes. The adhesive may be a waterproof formulation that allows the set of lash extensions to remain affixed to the individual's natural lashes for longer periods of time (e.g., days, weeks, or months).

Although latex-based adhesives are generally avoided to avoid irritation of the individual's eyelid (e.g., due to an allergic reaction), adhesives can include various other natural ingredients (e.g., sugar or honey) and/or chemical ingredients. For example, copolymer is often a main ingredient in many adhesive formulations. The adhesive could be a commercially-available adhesive for conventional lash extensions or a specialized composition for use with the set of lash extensions described herein. The adhesive could be clear or colored (e.g., milky white or black to emulate mascara).

FIG. 8 depicts a flow diagram of a process 800 for manufacturing a lash fusion including multiple clusters of artificial lashes. Clusters of artificial lashes are initially formed using, for example, a hot melt method in which artificial hairs are heated and connected to one another (step 801). In some embodiments, linear artificial hairs are heated at one end such that they begin to fuse to one another at that end, while in other. In other embodiments, linear artificial hairs are heated near a central point and folded proximate to the central point (i.e., so that a single artificial hair appears as two artificial lashes). Artificial hairs can then be overlapped (e.g., near the fused end or central fold) to form a cluster.

The hot melt method requires that the multiple artificial hairs be heated to a temperature that is sufficient to cause the individual lashes to begin to melt. For example, artificial hairs made of PBT could be heated to approximately 55-110° C. at one end during a heat seal process (during which the heated ends begin to fuse to one another). Note, however, that clusters could include artificial hairs that consist of natural materials (e.g., silk or authentic mink hair) or synthetic materials (e.g., acrylic resin, PBT, or synthetic mink hair made of polyester). While clusters may include 10 to 90 artificial hairs, most clusters include 10 to 30 artificial hairs.

Multiple clusters can then be connected together to form a lash fusion (step 802). More specifically, the lash fusion can include multiple clusters that are fused together near one end (i.e., the base) to form a straight line of artificial hairs that can be placed underneath an individual's natural lashes.

For example, the multiple clusters could be connected together using a hot melt method substantially similar to the hot melt method used to form the individual clusters. As noted above, the hot melt method requires that the multiple clusters be heated to a temperature that is sufficient to cause the individual lashes to begin to melt. Thus, clusters made of PBT could be heated to approximately 55-110° C. (e.g., 65° C.) near one end. For example, the clusters could be heated approximately 1.5-2.5 mm above the base. As the individual artificial hairs begin to melt, the multiple clusters will

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connect to one another near the base to form a straight line of artificial hairs, thereby forming a lash fusion.

As another example, the multiple clusters could be connected together using a glue or some other adhesive composed of various substances. In such embodiments, the clusters may be exposed to a curing assembly (e.g., a heater, dryer, or light source) that causes the adhesive to solidify. Thus, after multiple clusters have been formed (e.g., via a hot melt process), the multiple clusters may be glued to one another to form a lash fusion. Artificial lashes made of natural materials (e.g., human or authentic mink hair) are typically connected using a glue or other adhesive rather than through the hot melt process.

An adhesive (e.g., a pressure-sensitive adhesive) can then be applied to the top of the lash fusion (step 803). The adhesive may enable an individual to subsequently apply the lash fusion directly to the underside of the individual's natural lashes. Additionally or alternatively, the individual could apply an adhesive before applying the lash fusion to the natural lashes.

In some embodiments, multiple lash fusion are positioned in a specified arrangement to form a set of lash extensions (step 804). For example, 4-6 lash fusions could be arranged such that the inner ends (i.e., the bases) of the lash fusions form a concave shape that substantially complements the tightline of an eyelid. While the lash fusions are typically not connected to one another (e.g., are not fused together using heat, an adhesive, etc.), the entire set could be applied to the underside of the individual's natural lashes in a single motion.

FIG. 9 depicts a flow diagram of a process 900 for applying a set of artificial lash extensions to an individual's natural lashes. The set of lash extensions is initially acquired by the individual or a healthcare professional, such as a lash technician or cosmetician (step 901). The set of artificial lash extensions can include multiple lash fusions, each of which is comprised of multiple clusters of artificial lashes. The set of artificial lash extensions can then be grasped using an applicator (step 902). The applicator may be designed so that the entire set of artificial lash extensions (i.e., all of the lash fusions) can be seized and removed (e.g., from a surface to which the set of artificial lash extensions are attached) in a single motion.

In some embodiments an adhesive is applied to the top of each lash fusion in the set of artificial lash extensions (step 903), while in other embodiments an adhesive is applied to the top of each lash fusion in the set of artificial lash extensions during the manufacturing process. The adhesive could be, for example, a waterproof glue or mascara. The set of artificial lash extensions can then be arranged proximate to the tightline beneath the individual's natural lashes (step 904) and affixed to the underside of the individual's natural lashes (step 905), rather than to the individual's eyelid above the lash line.

Unless contrary to physical possibility, it is envisioned that the steps described above may be performed in various sequences and combinations. For instance, an adhesive could be applied to the individual clusters before or after the clusters are formed into lash fusions. Other steps could also be included in some embodiments.

Remarks

The foregoing description of various embodiments of the claimed subject matter has been provided for the purposes of illustration and description. It is not intended to be exhaustive or to limit the claimed subject matter to the precise forms disclosed. Many modifications and variations will be apparent to one skilled in the art. Embodiments were chosen

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and described in order to best describe the principles of the invention and its practical applications, thereby enabling those skilled in the relevant art to understand the claimed subject matter, the various embodiments, and the various modifications that are suited to the particular uses contemplated.

What is claimed is:

1. An artificial lash extension system comprising:
a plurality of lash extensions designed to attach adjacent to one another at an underside of natural lashes, each of the plurality of lash extensions comprising:
a plurality of clusters of artificial hairs, each of the plurality of clusters comprising at least two artificial hairs; and
a base from which the at least two artificial hairs of each of the plurality of clusters protrude, wherein at least some of the artificial hairs are connected to one another at a respective part of the base by at least an application of heat.
2. The artificial lash extension system of claim 1, wherein the at least some of the artificial hairs that are connected to one another at the respective part of the base by at least the application of heat correspond to at least one of the plurality of clusters.
3. The artificial lash extension system of claim 1, wherein the base of each of the plurality of lash extensions is formed by at least the application of heat.
4. The artificial lash extension system of claim 3, wherein the plurality of clusters are connected together by at least the application of heat.
5. The artificial lash extension system of claim 1, wherein the at least two artificial hairs comprise a synthetic material.
6. The artificial lash extension system of claim 5, wherein the at least two artificial hairs comprise polybutylene terephthalate (PBT).
7. The artificial lash extension system of claim 5, wherein the at least two artificial hairs comprise polyester.
8. The artificial lash extension system of claim 1, wherein one or more of the at least two artificial hairs of a first cluster

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of the plurality of clusters crisscross one or more of the at least two artificial hairs of a second cluster of the plurality of clusters.

9. The artificial lash extension system of claim 1, wherein an artificial hair of a first cluster of the plurality of clusters crisscrosses another artificial hair of the first cluster.

10. The artificial lash extension system of claim 1, wherein the application of heat facilitates at least a partial melting of the at least some of the artificial hairs that are connected to one another at the respective part of the base.

11. The artificial lash extension system of claim 1, wherein the application of heat comprises heat sealing.

12. The artificial lash extension system of claim 1, wherein the application of heat comprises heat fusing.

13. The artificial lash extension system of claim 1, wherein each of the plurality of lash extensions is further formed by an application of an adhesive.

14. The artificial lash extension system of claim 13, wherein the plurality of clusters are connected together by at least the application of the adhesive.

15. The artificial lash extension system of claim 1, wherein each of the plurality of clusters is connected to the base.

16. The artificial lash extension system of claim 15, wherein one or more of the plurality of clusters is directly connected to an adjacent one of the plurality of clusters at the base.

17. The artificial lash extension system of claim 15, wherein one or more of the plurality of clusters is indirectly connected to an adjacent one or more of the plurality of clusters.

18. The artificial lash extension system of claim 1, wherein a thickness of the base ranges between 0.05 millimeters (mm) and 0.15 mm inclusive.

19. The artificial lash extension system of claim 1, wherein a thickness of the base is less than 0.3 millimeters.

* * * * *

EXHIBIT C

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT6751436

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	SAHARA LOTTI	01/03/2020
RECEIVING PARTY DATA		
Name:	LASHIFY, INC.	
Street Address:	1893 SUNSET PLAZA DRIVE	
City:	LOS ANGELES	
State/Country:	CALIFORNIA	
Postal Code:	90069	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	17342355
CORRESPONDENCE DATA		
Fax Number:		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(973) 597-2500	
Email:	tkellogg@lowenstein.com	
Correspondent Name:	PATENT DOCKET ADMINISTRATOR LOWENSTEIN S	
Address Line 1:	ONE LOWENSTEIN DRIVE	
Address Line 4:	ROSELAND, NEW JERSEY 07068	
ATTORNEY DOCKET NUMBER:	38583.240 (L0006USC6)	
NAME OF SUBMITTER:	STEVEN K. TAM	
SIGNATURE:	/Steven K. Tam/	
DATE SIGNED:	06/08/2021	
Total Attachments: 2		
source=38583-50-Assignment#page1.tif		
source=38583-50-Assignment#page2.tif		

ASSIGNMENT

WHEREAS, **Sahara Lotti**, a citizen of the United States of America, residing at 1893 Sunset Plaza Drive, Los Angeles, California 90069 US; referred to as ASSIGNOR, has invented certain new and useful inventions ("INVENTIONS") entitled:

ARTIFICIAL LASH EXTENSIONS

WHEREAS, ASSIGNOR has filed applications for Letters Patent, entitled the same, identified as U.S. Nonprovisional Application Serial No. 15/968,361 filed 01 May 2018; which is a Continuation Application of International Application No. PCT/US17/44217 filed 27 July 2017; which claims the benefit of U.S. Provisional Application No. 62/368,116 filed 28 July 2016 (the "APPLICATIONS"); and

WHEREAS, **Lashify, Inc.**, with a principal place of business at 1893 Sunset Plaza Drive, Los Angeles, California 90069 US, hereinafter referred to as ASSIGNEE, is desirous of acquiring the entire right, title and interest in, to and under said INVENTIONS, APPLICATIONS, and all United States Letters Patent to be obtained therefrom.

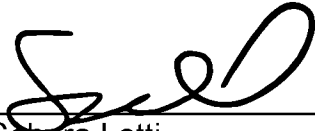
NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the ASSIGNOR hereby sells, assigns, transfers, grants, and conveys to ASSIGNEE the full and exclusive right, title and interest in and to said APPLICATIONS and said INVENTIONS and any and all Letters Patents of the United States, to be obtained therefor on said APPLICATIONS and INVENTIONS and any and all non-provisionals, continuations, continuations-in-part, divisionals, renewals, substitutes, reexamination certificates and reissues thereof for the full term or terms for which the same may be granted.

ASSIGNOR also hereby sells, assigns, transfers, grants, and conveys to ASSIGNEE the full and exclusive right, title and interest in and to said INVENTIONS in all foreign countries, and all applications for Letters Patent which may evolve therefrom or from the APPLICATIONS, including the right to claim priority, including International Convention priority, based thereon.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment and sale.

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said APPLICATIONS, said INVENTIONS and said Letters Patents as may be known and accessible to ASSIGNOR, and ASSIGNOR will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representative any and all papers, instruments or

affidavits required to apply for, obtain, maintain, defend and enforce said APPLICATIONS, said INVENTIONS, and said Letters Patents which may be necessary or desirable to carry out the purposes hereof.



Sahara Lotti

Date: 1/3/2020

Witness: _____

Print Name: Sahara Lotti

EXHIBIT D

**UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF TEXAS
WACO DIVISION**

LASHIFY, INC.,

Plaintiff,

v.

**QINGDAO LASHBEAUTY COSMETIC
CO., LTD. d/b/a WORLDBEAUTY,**

Defendant

6:22-cv-00776-ADA-DTG


ORDER OF JUDGMENT

This action came before the Court for trial by jury commencing on August 19, 2024 between Plaintiff Lashify, Inc. (“Lashify”) and Defendant Qingdao Lashbeauty Cosmetic Co., Ltd. d/b/a Worldbeauty (“Worldbeauty”). The issues have been tried and the jury rendered its unanimous verdict on August 23, 2024 (Dkt. No. 313). Pursuant to Rule 58 of the Federal Rules of Civil Procedure and in accordance with the jury’s verdict and the entirety of the record, the Court hereby **ORDERS** and **ENTERS JUDGMENT** as follows:

1. Worldbeauty has directly infringed claim 3 of U.S. Patent No. 11,219,260 (the ’260 patent), claim 6 of U.S. Patent No. 11,253,020 (the ’020 patent), and claim 15 of U.S. Patent No. 11,234,472 (the ’472 patent) (collectively, the “Asserted Claims”).
2. Worldbeauty’s direct infringement of the Asserted Claims was willful.
3. Worldbeauty has failed to prove the Asserted Claims are invalid as obvious in light of the prior art or as anticipated by prior art.

4. Judgment is hereby entered in favor of Lashify and against Worldbeauty in the sum of \$34,098,049 for Worldbeauty's infringement of the Asserted Claims through November 5, 2023.
5. Worldbeauty shall provide an accounting for sales of the Accused Products for the period of November 6, 2023 until the jury's verdict on August 23, 2024 no later than two weeks after entry of this Judgment.
6. Briefing on Lashify's motion for a permanent injunction will proceed according to the parties' stipulated schedule. *See* Dkt. No. 324.
7. With the exception of the deadlines for a permanent injunction motion set forth above, this Judgment starts the time for filing any post-trial motions or appeal including but not limited to: bill of costs; renewed motions for judgment as a matter of law and/or new trial under Fed. R. Civ. P. 50(b) and 59; motions to amend the judgment; motions for the award of supplemental damages, enhanced damages, and pre- and post-judgment interest; motions for an exceptional case finding and the award of attorney's fees; and any other motions for equitable relief that may be just and proper. All such motions shall be filed within 28 days of entry of this Judgment.
8. Any other relief requested by either party which is now pending before the Court and not specifically awarded or addressed herein is **DENIED**.

So ORDERED and SIGNED this 23rd day of September, 2024.


ALAN D ALBRIGHT
UNITED STATES DISTRICT COURT JUDGE