

NOVALASH

FIND A STYLIST

www.novalash.com/find-stylists

Stand Out from the Crowd, Get Endorsed

NovaLash's "Find a Stylist" online directory receives over 1200 visits each month from consumers looking for a local NovaLash artist.

Lash artists who provide true NovaLash services using NovaLash core products and techniques qualify for a free listing and endorsement.

A NovaLash endorsement reduces lash artists' risk, liability and the potential for false advertising claims from customers.

Consumers can trust endorsed lash artists to provide superior services with high standards of health and safety.

THE PROGRAM GOALS

For consumers to trust NovaLash's endorsements so they feel confident booking a NovaLash service from lash artists on "Find a Stylist."

To support NovaLash artists' careers with recognition and referrals to help them grow and succeed.



Why Refine the Program?

We received feedback from consumers that they were not always getting high quality NovaLash services from lash artists found on our "Find a Stylist" web page.

We adjusted the listing requirements so that consumers can trust they will receive safe, healthy NovaLash extensions from lash artists we recommend and endorse.

NOVALASH

REQUIREMENTS TO BE LISTED & ENDORSED

Purchase each quarter:

- 1 Bundle or 2 mini Bundles
- 10 cleanLASH

Be NovaLash Certified



Quarters are: Jan/Feb/March - April/May/June - July/Aug/Sept - Oct/Nov/Dec

Lash artists can make their purchase at any time during the quarter to qualify for a listing in the following quarter.

If lash artists do not meet the qualification in one quarter, their listing will be suspended the following quarter with the opportunity to be relisted the next quarter.

To request your listing, please email customerservice@novalash.com.



WHAT A NOVALASH ENDORSEMENT MEANS

REDUCING RISK, LIABILITY AND POTENTIAL FOR FALSE ADVERTISING CLAIMS

- An endorsement can help build trust with your clients.

ADHERING TO HIGH STANDARDS OF HEALTH AND SAFETY

- Consistently using NovaLash's safety-tested products and non-damaging techniques elevates your standards of service.

STANDING OUT FROM THE CROWD

- You're endorsed as a skilled, trusted technician.
- Receive free advertising on our high-traffic webpage, obtain potential new business.
- Use your elite listing status in local marketing and social media.

INCREASING CLIENT SATISFACTION

- Customers receive longer-lasting extensions that shed gracefully and look natural yet do not require unnecessary, frequent touch-ups.
- By consistently offering NovaLash aftercare, you create a high level of hygiene among your clients, resulting in healthier lashes and happier, more satisfied customers.

IMPROVING PROFITS AND BUSINESS OPERATIONS

- Regularly purchasing Bundles reduces operating costs and increases profits.
- Bundles take the guesswork out of ordering, more time to focus on your business.