

# MIA

PRO LASHES

## PRO MAX



## SECRET GUIDE

by @mia.prolashes





PRO LASHES

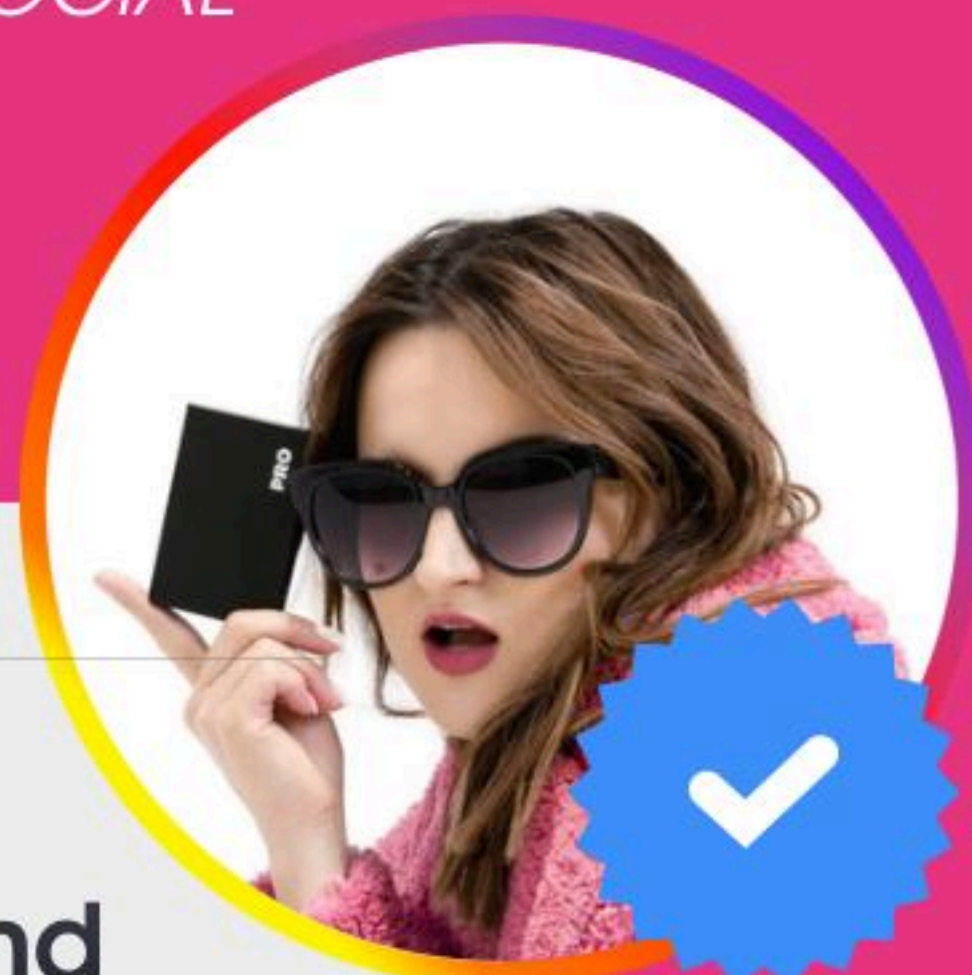
lash lift silicone shields cannot change the world globally!!



*\*REACHED OUT TO ME ON SOCIAL MEDIA*

But we need to take a wider view:

MIA - pushing the industry forward and tackling challenges worldwide:



1

AESTHETICS - EYELASH LAMINATION BOOSTS YOUR LOOK, HELPING WOMEN FEEL MORE CONFIDENT.

2

MEDICAL - THE EYELASH GROWTH PATTERNS IN ASIAN WOMEN ARE DIFFERENT FROM THOSE IN EUROPEAN WOMEN. THE UPPER LASHES TEND TO GROW DOWNWARD, WHILE THE LOWER LASHES GROW UPWARD. CURLING HELPS WITH THESE DIFFERENCES AND MAKES DAILY ROUTINES EASIER.

3

SOCIOECONOMIC: THE LASH LIFTI/BROW LAMINATION INDUSTRY CREATES JOB OPPORTUNITIES FOR MANY GIRLS AND WOMEN. THESE INDIVIDUALS NOT ONLY BOOST THE BEAUTY AND CONFIDENCE OF OTHERS BUT ALSO DISCOVER THEIR OWN POTENTIAL—EARNING MONEY AS LASH TECHNICIANS, BECOMING LASH LIFT INSTRUCTORS, SPEAKING AT BEAUTY CONFERENCES, AND MORE. TRULY, BEAUTY HAS THE ABILITY TO CHANGE THE WORLD.



4

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Technological - we embrace the latest technologies and create job opportunities.





# NOT SURE WHICH FORM TO CHOOSE?

USE A ROUND ROLLER!



## ROUND ROLLER - THE BASE

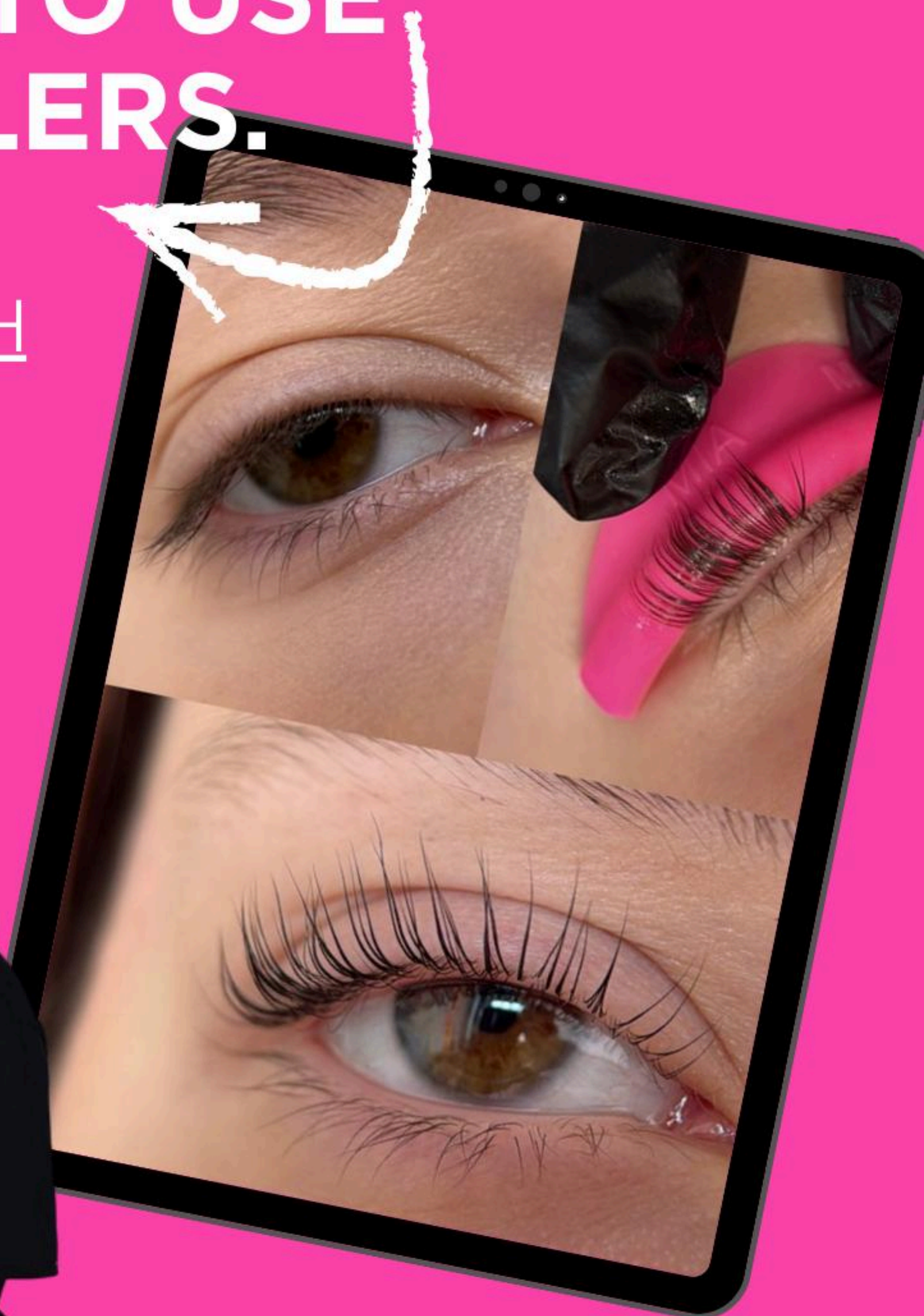
LIFT DOWN-  
GROWING AND  
WIDE-ROW LASHES

BEST WITH THE  
HOODED EYELID



STILL, A LOT OF  
ARTISANS WERE A BIT  
RELUCTANT TO USE  
ROUND ROLLERS.

DIFFICULTIES WITH LASH  
WRAPPING



We created a round roller that  
offers a smooth transition, and  
it quickly turned into a  
bestseller.







MAIN TYPES  
AVAILABLE IN THE  
MARKET

vs



MIA PRO LASHES  
DESIGN

SMOOTHED SHAPE

MIA - EASIER WRAPPING







## IN 2023, WE LAUNCHED ROLLERS, AND THEY QUICKLY TURNED INTO A BESTSELLER.

The demand for rollers was six times higher than what we could produce.

We also needed a steady supply of XL rollers for long eyelashes. We launched an XL set, but then we faced some production hiccups.





The size, shape, and length  
of eyes vary across  
different populations.



Но глаза иногда такие длинные  
приходят что не хватает длины  
валика

YOUR SHIELDS ARE GREAT BUT SOMETIMES I  
HAVE CLIENTS WITH LONG EYES..



We tackled this issue by changing the production technology, improving the rollers, and making them longer.

and launched a new collection, MIA PRO MAX, which already includes XL in the set.

AFTER



TO



\*EXAMPLE OF A SHORT ROLL FROM @dudnikova\_studio









# MIA PRO MAX COLORS

PEARL



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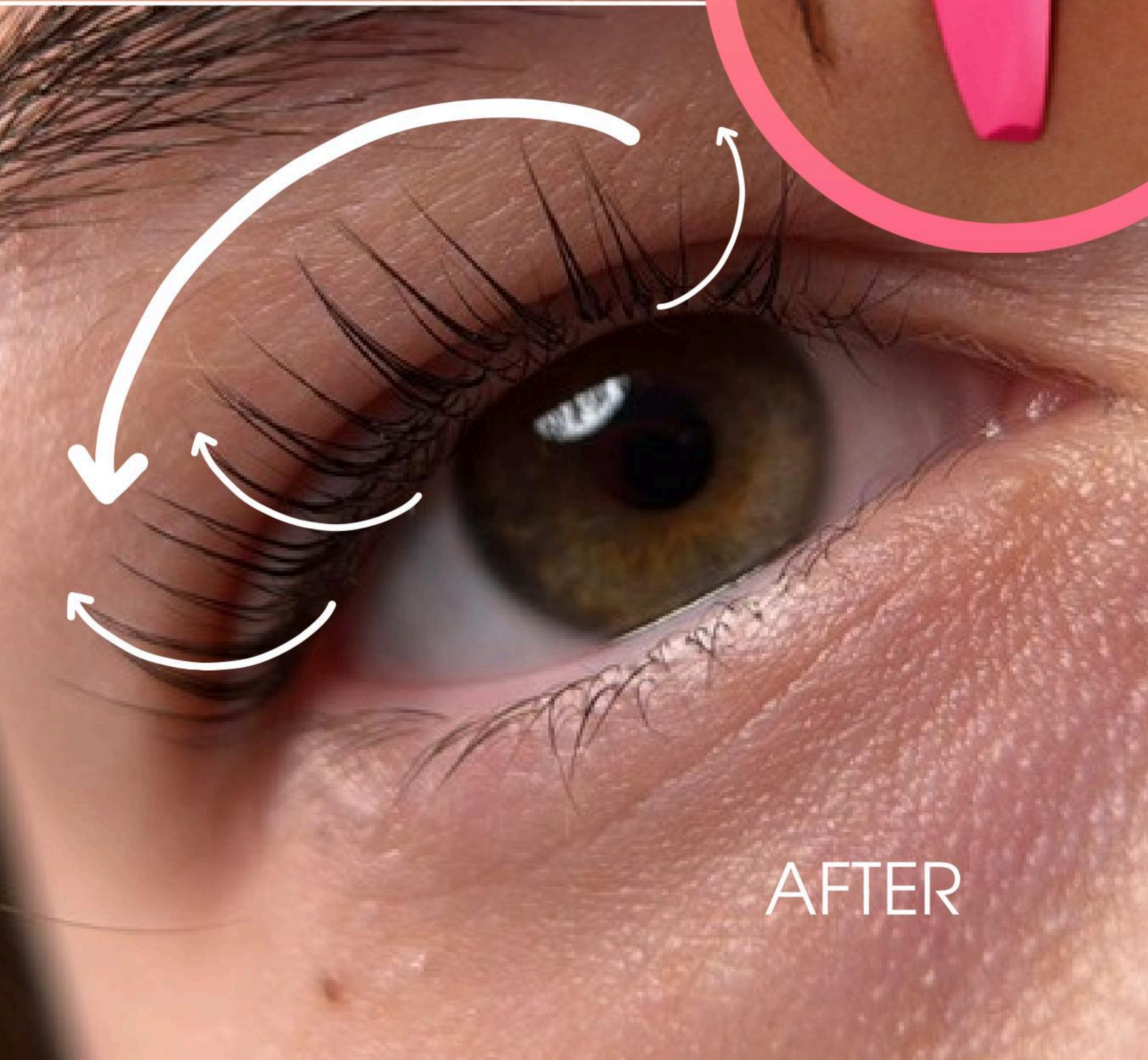
PINK



The smooth shift from the APEX to  
the petal makes EASIER WRAPPING



TO



AFTER



# SIZE RANGE

**XS FOR SUPER SHORT**

**S FOR SHORT ONES**

**M FOR A MEDIUM LENGTH**

**L FOR LONG PERIODS OF TIME**

**XL FOR EXTREMELY LONG**



**3.8 MM**

**4 MM -  
5.9 MM**

**7 MM**

**9 MM**

**11 MM**

WE CHOOSE THE ROLLERS  
ACCORDING TO SIZE, MAKING  
SURE THAT THE TIPS OF THE  
EYELASHES CAN TOUCH THE  
PETAL  
**THEN THE CURL WILL BE BRIGHT.**





# LASH & EYES EVALUATION

Imagine invisible lines that divide the eye into three parts:

inner corner

OUTSIDE ANGLE

CENTRAL AREA



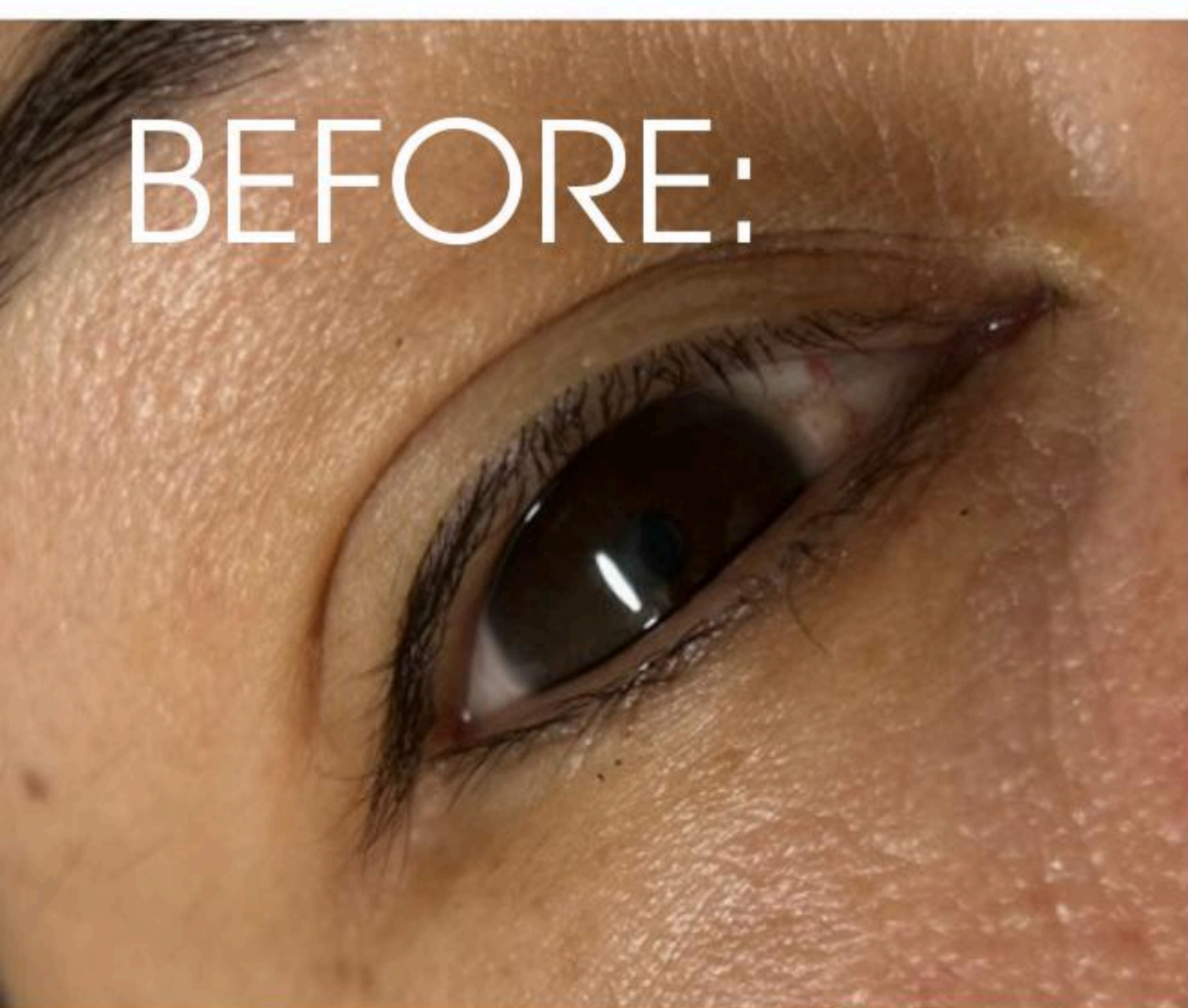
EYELASH GROWTH AND DIRECTION  
CAN VARY IN THESE AREAS.



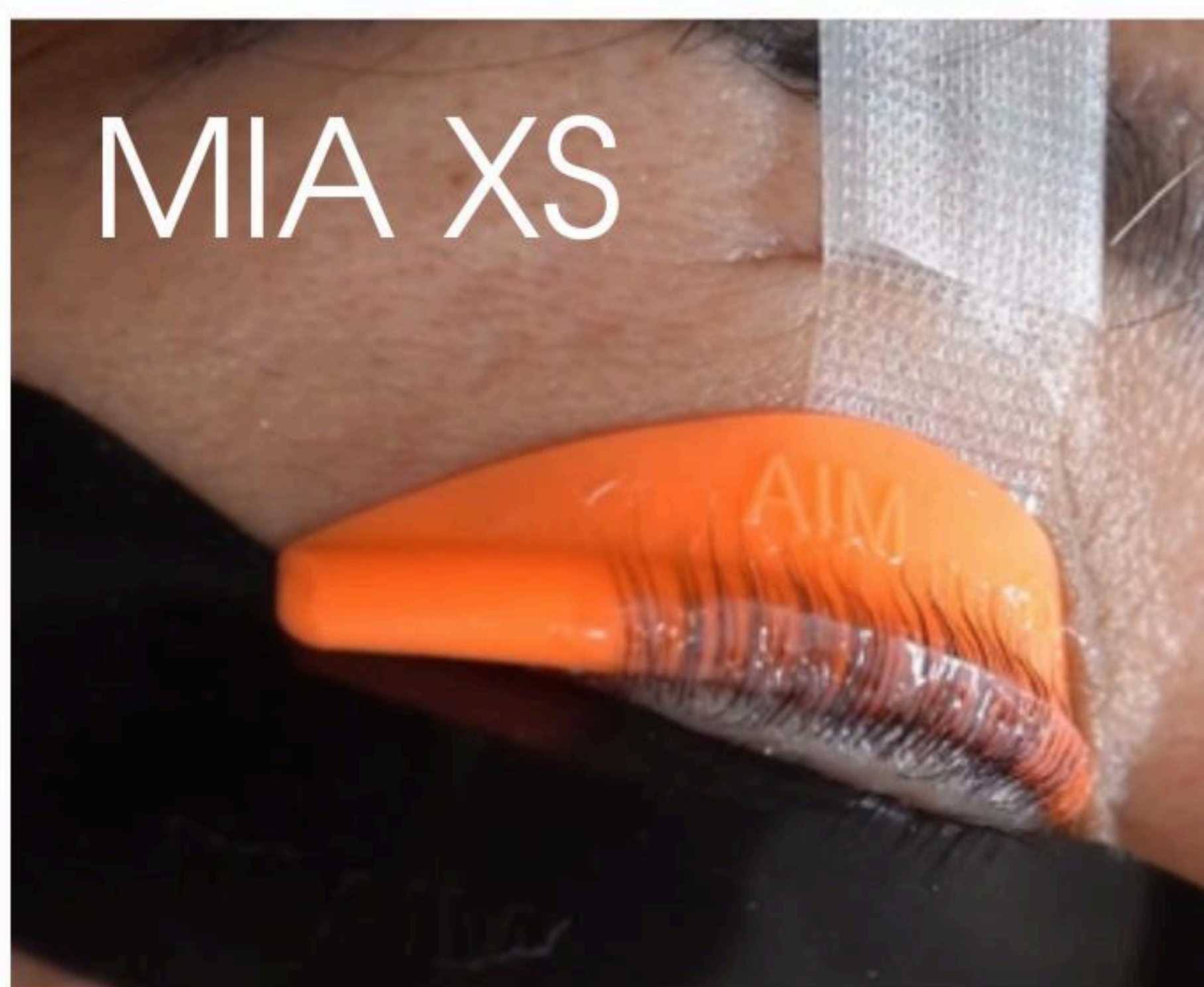




THE ROLLER IS SELECTED ACCORDING TO SIZE TO MAKE SURE THAT THE EYELASHES FULLY COVER THE WORKING SURFACE. THE ONLY EXCEPTIONS - DRAMATIC LIFT, WHICH NEEDS A ROLLER THAT'S 1-2 SIZES SMALLER, OR FOR A SMOOTH SHAPE, WHICH REQUIRES CHOOSING A LARGER SIZE. THE MOST COMMON SOLUTION PLACEMENT SCHEME - RIGHT TO THE MIDDLE.



BEFORE:



MIA XS



MIA - PERFECT FOR EYES WITH THE SIGNS OF AGING

AFTER:





# TO GLUE OR NOT?

THE ROLLERS ARE DESIGNED TO FIT THE NATURAL SHAPE OF ALL EYELID TYPES. I RECOMMEND USING THE TECHNIQUE YOU'RE ALREADY COMFORTABLE WITH.



IF YOU'RE STARTING YOUR CAREER IN LASH LIFT, I SUGGEST USING GLUE. IT HELPS WITH THE LAYOUT AND GIVES YOU BETTER CONTROL OVER WHERE THE ROLLER GOES.







# RANDOM LIFEHACK

DID YOU KNOW THAT LAMISTRIP CAN ACT AS A  
ROOT COMPENSATOR RIGHT FROM THE FIRST  
SOLUTION?



**IT WORKS BETTER THAN POWDER OR PAPER  
ON THE MUCOUS MEMBRANE ESPECIALLY  
WITH GLUE BALM GLUE TYPES**





PRO  
MAX

MIA  
PRO LASHES



MIA PRO MAX SIZE L. ANASTASIA KURYNINA, FROM ST. PETERSBURG.



# MIA

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## NEW PACKAGING FOR PRO MAX ROLLERS





PRO  
MAX

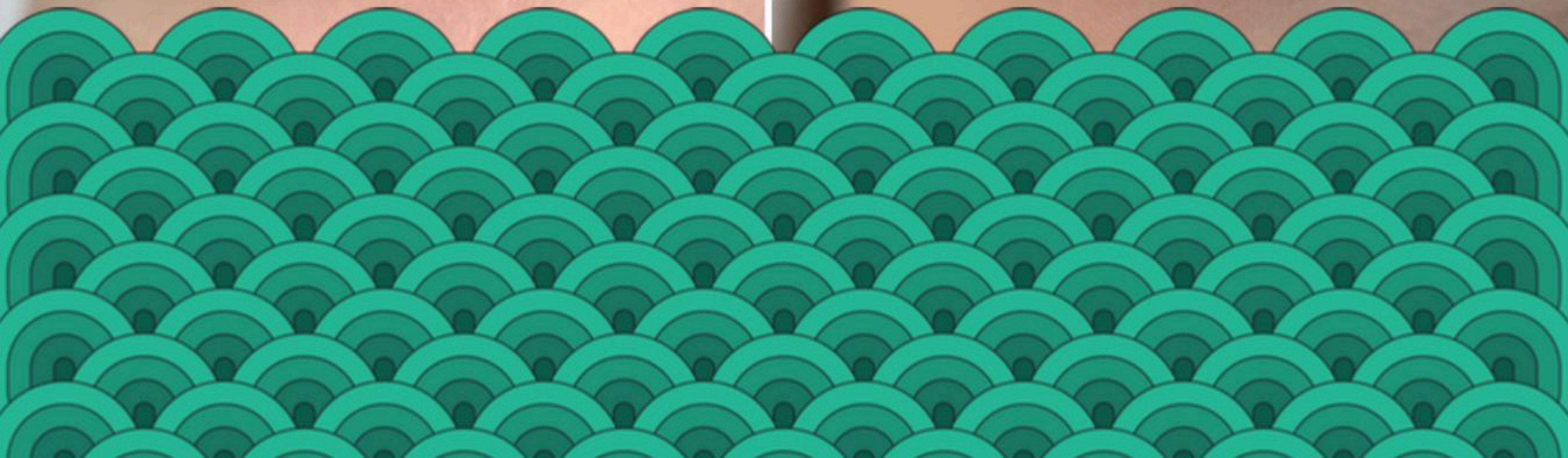
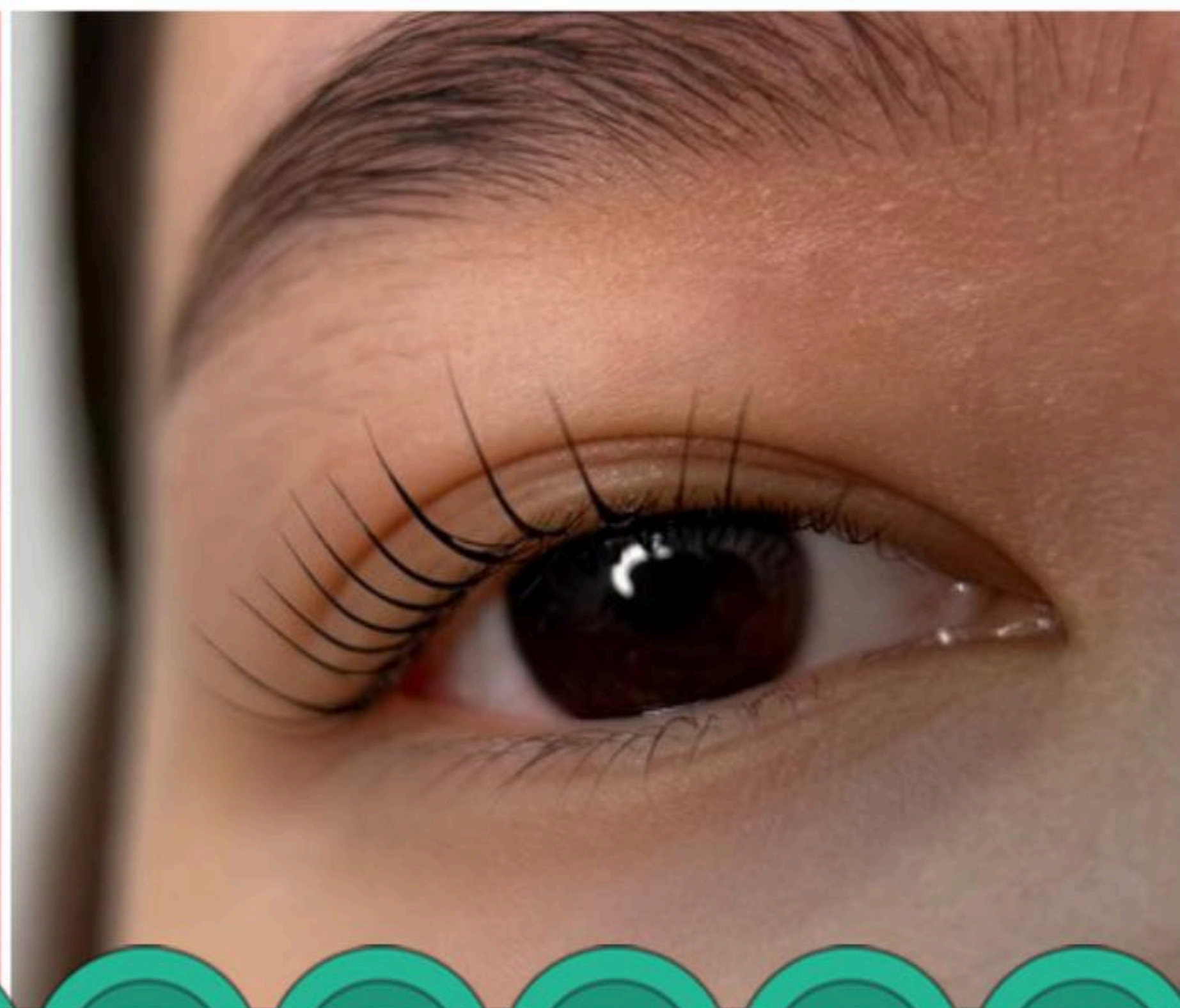
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KOREAN LASH LIFT

한국 속눈썹 펴기

AND ROUND SHIELD

K-LASH LIFT ADAPTATION





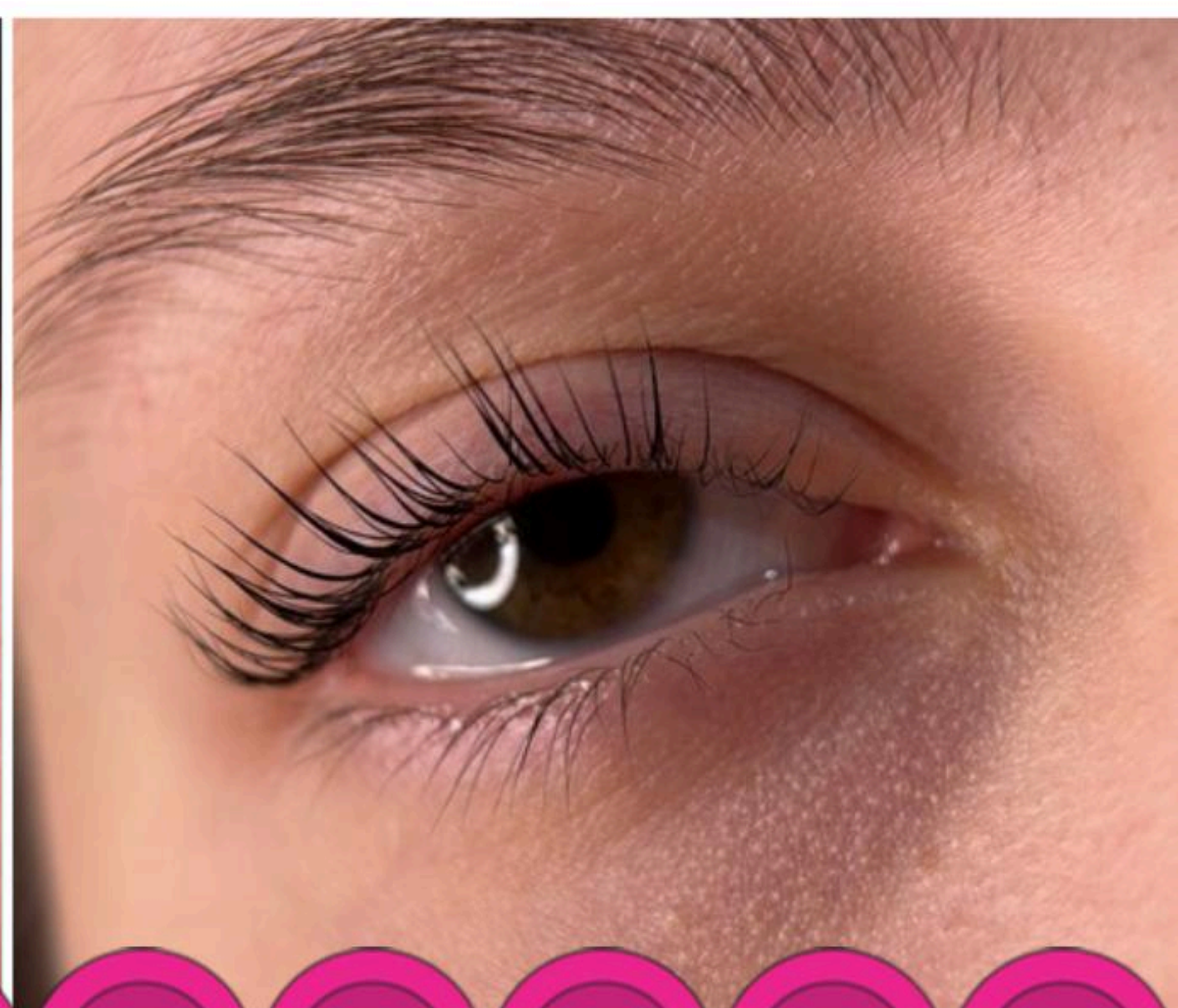
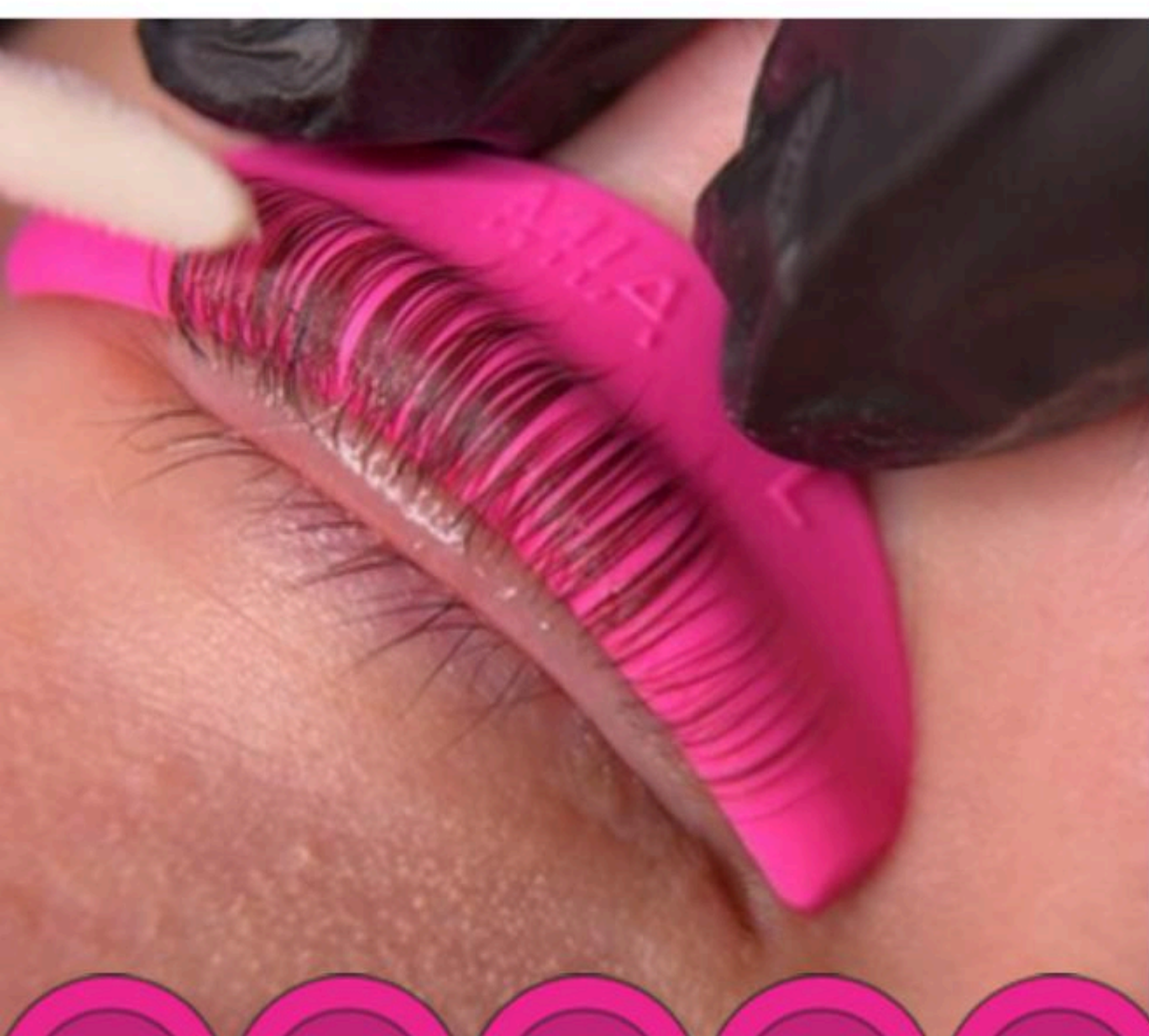
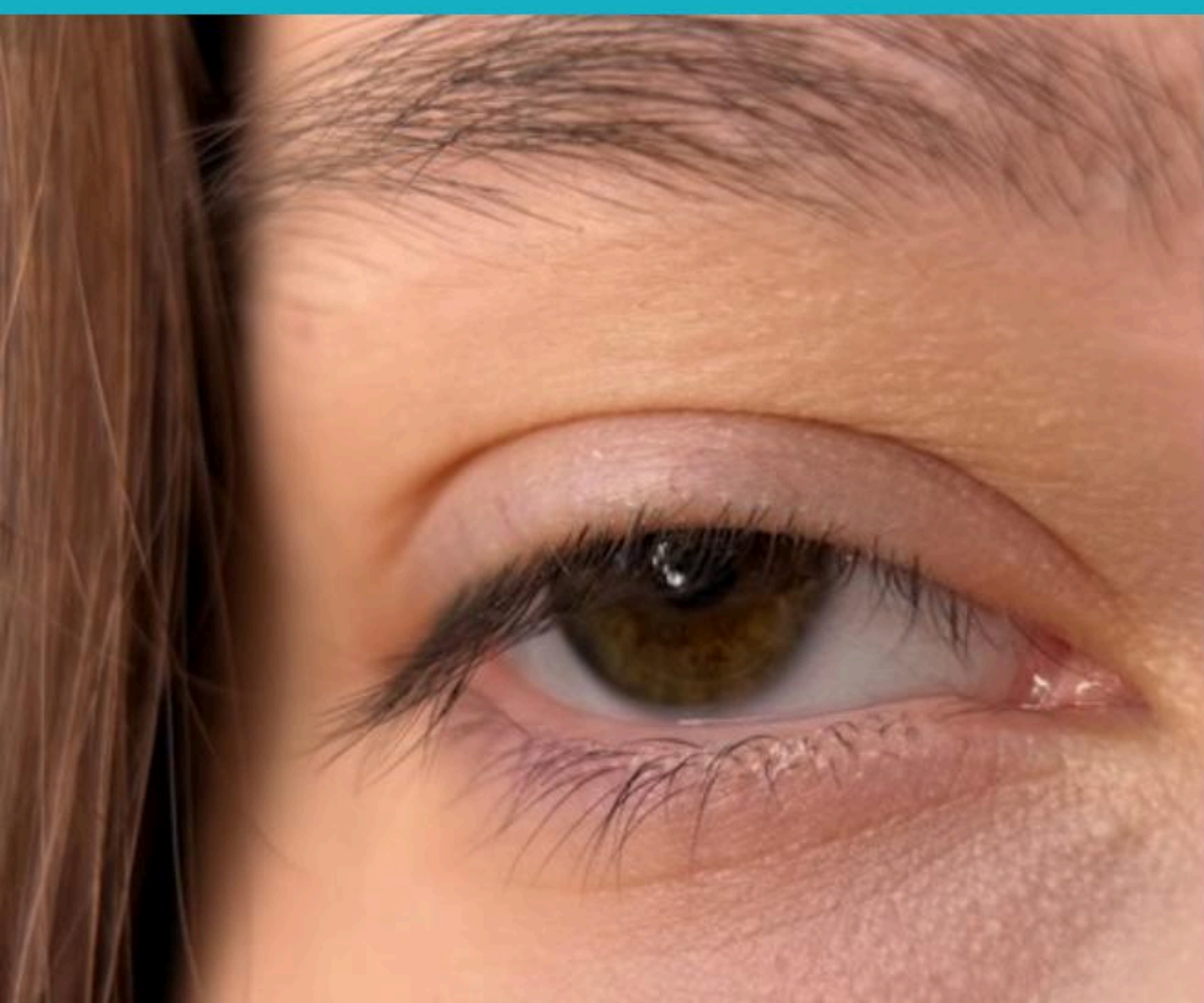
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# KOREAN LASH LIFT

한국 속눈썹 펌

PRO  
MAX

AND A ROUND  
SHIELD



A VARIATION OF THE  
ORIGINAL KOREAN  
TECHNIQUE



## WAYS TO REDUCE ROLLER STAINING

- KEEP AN EYE ON HOW LONG THE TINT TAKES TO DRY. TRY NOT TO OVERLOAD THE ROLLER WITH TINT, SINCE THAT'S THE MAIN CAUSE OF TOO MUCH PIGMENTATION.
- DILUTE THE DYE RIGHT BEFORE YOU APPLY IT. THE BEST TIME TO DO THIS IS ABOUT 1–2 MINUTES BEFORE YOU START TINTING YOUR EYELASHES, WHILE YOU'RE TAKING OFF THE SECOND LAYER.
- ADD BOTOX OR BOOSTERS. INCLUDING BOTOX OR OTHER CONDITIONING AGENTS IN THE DYE REDUCES THE PIGMENT'S ABSORPTION INTO THE SILICONE.





**MIA PROMAX PEARLESCENT ROLLERS ARE  
MORE RESISTANT TO STAINS.  
THIS COMES FROM THE CHARACTERISTICS OF  
THE PIGMENT AND THE MAKEUP OF SILICONE.**



- **THINK ABOUT THE PAINT BRAND AND THE OXIDE PERCENTAGE SINCE THESE REALLY AFFECT HOW INTENSE THE COLOR TURNS OUT. FOR EXAMPLE, THE CLASSIC SILVISIM COLORING (WITH 1.8% OXIDE AND BLUE-BLACK PAINT) HARDLY STAINS THE ROLLERS, ESPECIALLY WHEN YOU FOLLOW THE PROTOCOL CLOSELY.**
- **DYE CURING TIME. THE PERFECT DURATION IS 5–7 MINUTES, AND IT SHOULDN'T GO BEYOND THAT.**
- **POST-TINT CARE: RIGHT AFTER YOU TAKE OUT THE ROLLERS, GIVE THEM A WIPE WITH A DAMP CLOTH. THEN, SOAK THEM IN A WARM SOAPY SOLUTION. IF NECESSARY, LET THEM SIT IN HYDROGEN PEROXIDE FOR 1-2 DAYS; THIS HELPS LIGHTEN THE SILICONE AND GET RID OF ANY LEFTOVER PIGMENT.**



**DID YOU KNOW?  
THE COLOR MIGHT BE AFFECTED BY:**

- **KIND OF ADHESIVE USED IN THE  
PROCESS.**

**LAMINATION COMPOUNDS, ESPECIALLY  
SPECIFIC ACTIVE INGREDIENTS THAT  
ENHANCE THE PIGMENTATION OF  
SILICONE.**





# DRY-HEATING

OUR ROLLERS CAN BE DRY-STERILIZED, DISTINGUISHING THOSE MADE FROM GENUINE HYPOALLERGENIC SILICONE WITH A PLATINUM CATALYST FROM THOSE MADE OF POLYURETHANE OR THERMOPLASTIC RUBBER.

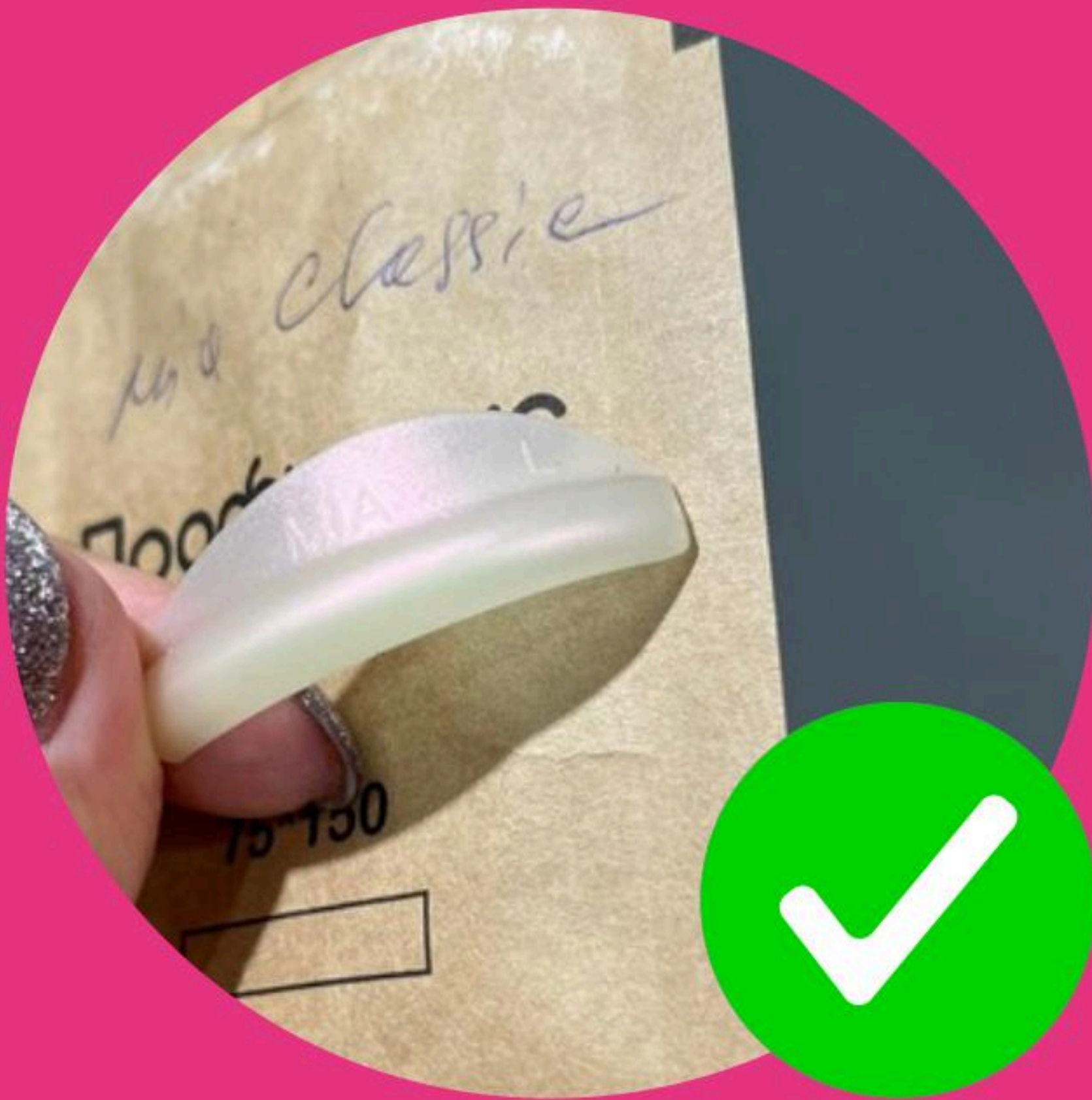


150-180





## CAUTION - TOXIC ROLLERS!!!



**SILICONE IS SAFE FOR THE SKIN, HYPOALLERGENIC, DOESN'T MELT, AND CAN HANDLE STERILIZATION.**



**TPR (THERMOPLASTIC RUBBER) IS CHEAPER BUT NOT AS DURABLE. ALL ADHESIVE ROLLERS (LIKE SHELLS, BEARINGS, ETC.) START TO MELT AT 80 DEGREES CELSIUS.**



**WHAT RISKS COME WITH USING ROLLERS MADE FROM LOW-QUALITY MATERIALS?**



**MIGHT TRIGGER ALLERGIES IN THE CLIENT, INTERACT WITH THE INGREDIENTS, AND COULD BREAK DOWN OVER TIME, RELEASING HARMFUL COMPONENTS**