

# Intensive



## In-Depth Protocol

# Intensive In-Depth Protocol

## Introduction

Intensive lash and brow enhancement is one of the most popular, profitable services that you can offer. Intensive is quick, effective, and offers dramatic, long-lasting results that clients will love. There are 8 Intensive tint colors available, which can also be mixed to provide a wide variety of customized looks and shades.



## State Regulations

Before performing the Intensive tinting service, check your state regulations to ensure you are practicing within the scope of your license.

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## Intensive Branded Products Necessary to Perform the Service

In order to correctly perform the Intensive service, you will need the Intensive Makeup Remover, Intensive Tint Color, Intensive Developer, Intensive Tint Remover, Intensive Eye Protection Pads, Intensive Eye Relaxing Cream, and the Intensive Applicator Brush.

Intensive Makeup Remover is meant to not only remove the client's makeup but also prepare the lashes and brows for the Intensive application.

The 6% and 3% Hydrogen Peroxide Intensive Developers are designed to be used with Intensive Lash and Brow Tint. Its non-drip formula provides more control and ease of use.



This 10 volume hydrogen peroxide-based, non-drip formula is designed to be used with the Intensive tint. The 3% formulation is recommended for more sensitive clients. 2.71 fl. oz.



This 20 volume hydrogen peroxide-based, non-drip formula is designed to be used with the Intensive tint. The 6% formulation is stronger and ideal for gray coverage. 2.71 fl. oz.

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Intensive Tint Remover is used to remove stains from your hands, if necessary, after performing the Intensive service. This product should not be used to remove the Intensive product from your client's eyelashes.



The Intensive Eye Brow Gel can be used after tinting the eyebrows to add shine and perfect styling.

Intensive Applicator Brushes are made of synthetic flat bristles and are used for the application of the Intensive tint.



The round brush makes color application during the Intensive service quick and easy. 5" L



The flat, angled synthetic bristles are perfect for creating flawless and precise Intensive brows. 5" L



Intensive Eye Pads, along with the Intensive Relaxing Eye Cream, protect the delicate area under the eyes while protecting the skin from staining. The eye pads are pre-cut and easy to use.

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## Additional Ancillary Supplies Needed to Perform the Intensive Service

Some additional ancillary supplies are also necessary for performing the Intensive service.

- Timer
- Plastic Cups or Glass Dappen Dishes  
Plastic cups or glass dappen dishes are necessary for mixing the Intensive color cream and Intensive color cream developer.
- Disposable Wooden or Plastic Applicators
- Rubber or Stainless Steel Bowl
- Cotton Swabs
- Cotton Pads or Esthetic Wipes
- Mirror
- Eye Wash or Eye Wash Station
- Gloves
- Water
- Permanent Marker



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## Convenient and Optional Supplies for Performing the Intensive Service

Some supplies, while optional, can create convenience and efficiencies when performing the Intensive service.

### Disposable Mascara Brushes

Disposable mascara brushes can be used to brush the lashes and/or brows prior to or after performing the Intensive service. The mascara brushes can also be used in place of the Intensive Application Brush when applying the Intensive tint to the lashes or brows. This product is convenient because it is disposable and does not require sanitation.

### Disposable Lipstick Brushes

Disposable lipstick brushes are sometimes the preferred tool for applying the Intensive tint to the lashes or brows, rather than using the Intensive Application Brush. This product is convenient because it is disposable and does not require sanitation.

### Disposable Headbands

Disposable headbands are convenient to have handy in the event that it is necessary to keep the client's hair away from their lash and brow area.

### Saline Solution

It is recommended that saline solution be kept on hand for clients who wear contact lenses. This product can also be used for rinsing the eyes if eye wash, water, or an eye wash station are not available.

### Contact Lens Case

It is recommended that contact lens cases be kept on hand for clients who wear contact lenses.

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## Intensive Shelf Life

Intensive Developer has a 1-year shelf life unopened and 6 months opened.

Intensive Tint has a 1-year shelf life unopened and 3 months opened.

Intensive Tint Remover has a 1-year shelf life unopened and 6 months opened.

Intensive Relaxing Eye Cream has a 1-year shelf life unopened and 3 months opened.

Intensive Eye Make-Up Remover has a 1-year shelf life unopened and 3 months opened.

Intensive Eyebrow gel has a 1-year shelf life unopened and 3 months opened.

**Pro Tip:** If you are opening a new Intensive product, write the date the product is opened on the outside of the packaging with a Sharpie marker or pen. The product should be disposed of 3 to 6 months from the date written on the product packaging depending on the product.

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## **Storing Intensive**

Intensive products should be kept in a cool, dry place. Avoid exposing Intensive products to freezing or excessively hot temperatures. Keep the Intensive product containers closed and tightly capped when they are not being used.

Do not store any Intensive tint after it has been mixed with Intensive developer as the container may rupture.

Never attempt to place unused Intensive tint or developer back into the original container. Empty containers should be rinsed with water before discarding.

To ensure safety, always keep Intensive product out of reach of children.

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## Intensive Mixing Instructions

You will need the Intensive Developer, Intensive Tint, plastic cup or glass dappen dish, gloves, and disposable wooden or plastic applicator sticks to mix Intensive properly.

Using a 50/50 or 1:1 ratio, mix equal parts of the Intensive Tint and Intensive Developer in the plastic cup or glass dappen dish and stir using the disposable wooden or plastic applicator until the consistency is that of a creamy paste. The mixture should not be too thin or too thick.

**Pro Tip:** Temperature fluctuation can cause settlement of the developer solution, but this has no negative effect on the quality of the product. It is best practice to shake the developer solution prior to use.

**Pro Tip:** The color of the mixture is not the color that the hair will be once it has processed. To get an idea of the final color, leave a wooden applicator in the mixture for the desired time.

**Pro Tip:** Occasionally, you may notice oxidation of the Intensive Tint near the cap. If this occurs, squeeze out the oxidized portion of the product and discard it. Using oxidized Intensive color cream could cause undesired color results.

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## How to Clean and Sanitize the Intensive Applicator Brush

It is imperative to use proper sanitation at all times, which includes understanding how to clean and sanitize the Intensive applicator brush. Using un-sanitized applicator brushes can spread infections, viruses, and bacteria to clients. Taking proper care in the cleaning and sanitation of the applicator brush ensures the safety of the client by preventing harmful bacteria from forming. It also extends the lifetime and performance of the applicator brush.

**Step 1:** Rinse the Intensive product from the Intensive application brush with water. Always keep the bristles pointing down so water does not go up into the glue or handle, which can cause deterioration of your brushes.

**Step 2:** Dispense anti-bacterial soap into your hand and swirl the bristles of the brush in the soap. Use your fingers to gently massage the soap into the bristles up to the metal ferrule. (Usually made of metal, the ferrule is the part of a brush that holds the hairs onto the handle.)

**Step 3:** Rinse the brush with warm water and gently squeeze from the ferrule down to the ends of the brush hairs. If the water coming out of the hairs is discolored from Intensive residue, wash again with soap and rinse. Repeat until the water runs clear.

**Step 4:** Using a clean towel or disposable paper towel, pat the brush dry to remove any excess water.

**Step 5:** Pour Environmental Protection Agency (EPA) registered disinfectant into a dish to a depth of about 1 inch.

**Step 6:** Dip the brush hairs into the EPA registered disinfectant to halfway up the brush hairs. The hairs will wick some of the disinfectant up their length, so do not dip all the way to the ferrule.

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**Step 7:** Allow the Intensive Brush to soak in the disinfectant for the manufacturer's recommended soaking time. Do not allow the brush to sit in the disinfectant soak any longer than the recommended time.

**Step 8:** Remove the brush from the disinfectant solution. Swirl the brush on a clean towel gently, so as to disturb the brush fibers as little as possible while still removing any residue.

**Step 9:** Reshape the fibers and lay the brush on a clean towel to dry. Always dry brushes on their sides rather than upright in a cup. Preventing the contact of moisture with the glue inside the ferrule is imperative to maximizing the lifespan of your brushes.

## Time Needed to Perform the Service

The average service time for applying Intensive to the lashes is 15 to 20 minutes. Actual development time for lashes is 10 minutes, and the tint can be reapplied one additional time, if necessary, to the lashes.

The average service time for applying Intensive to brows is 10 to 15 minutes. Actual development time for brows is 3 to 10 minutes depending on the desired color and the tint can be reapplied, if necessary, to the brows.

The average service time for applying Intensive to the lashes and brows is 30 minutes.

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## **Intensive Consultation**

If you want to give your clients a great service, the consultation is really important.

Done well, the consultation will help you to stand out from your competition.

Start the consultation by finding out more about the client and ask questions that will help you find out what look the client wants to achieve with the Intensive service. For example, you might ask the client questions like “do you prefer a natural, dramatic, or over the top look?”

During the consultation you should also look at the client’s lashes and brows. Are they thin and sparse or thick, and abundant? Manage the client’s expectations by being honest about the realistic outcome. Discuss your Intensive color suggestions with the client. If the client has thin or sparse eyebrows, explain that while the Intensive service will help to darken the brows so it is less work when having brow extensions added or filling in the brows with makeup, the service will not provide permanent or long term staining of the skin and they will need to continue using a pencil to color in areas of the brow that are sparse.

Ask the client lifestyle questions to determine what skin care products they are using, if they are in the sun often, and if they are exposed to chlorine or salt water. Some chemical exfoliants, UV rays, chlorine, and salt water will drastically reduce the longevity of the Intensive tinting service.

Discuss the Intensive application process and, if you are applying the tint to the client’s lashes, let the client know that they will be required to keep their eyes closed until the end of the service when the tint is removed. The normal time for developing is 10 minutes for lashes. Some clients may not be comfortable keeping their eyes closed for that length of time and should be advised of the time prior to the service. Let the client know that you will stay with them during the entire Intensive service.

Manage the client’s comfort and safety by discussing the contraindications and patch test procedure with the client.

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**Pro Tip:** You should stay with your client during the time that their eyes are closed to make sure that they are comfortable during the tint processing time.

**Pro Tip:** If the client wears contacts, it is recommended that they remove them prior to participating in the Intensive service.

**Pro Tip:** It is not recommended that you perform the Intensive service on a client who has already had a negative reaction to similar products like hair color/tint.

**Pro Tip:** If the client is also booking a facial or eyebrow waxing service, then the client should be waxed after the Intensive service.

**Pro Tip:** If the client is also booking a lash extension or brow extension service, then the Intensive service should be administered prior to the extension service.

**Pro Tip:** If the client is also booking a lash lift or perming service, then the client should receive the Intensive service after the lift or perm is administered.

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## Contraindications

A contraindication is a client condition that might cause a negative side effect during the Intensive service. There are local, medical, and total contraindications:

Local Contraindications means that the Intensive products cannot be applied over contraindicated areas. This might include, but is not limited to, cuts, abrasions, bruising, swelling, sunburn, sensitive, itchy, or damaged skin, scar tissue, and undiagnosed lumps or bumps.

Medical contraindications means that the client should seek medical advice prior to booking an Intensive service. In circumstances where medical permission cannot be obtained, it is suggested that clients must give their informed consent in writing. This might include, but is not limited to, pregnancy, skin cancer, recent facial surgery, eczema, dermatitis, and psoriasis. For medical contraindications, make sure that any condition that is already being treated by a doctor will not contraindicate receiving the Intensive service.

Total contraindications means that the Intensive service should not be performed on the client. This might include, but is not limited to, hypersensitive skin, inflammation of the eyelids, conjunctivitis, a stye, swelling or bruising, excessive watery or sensitive eyes, and known allergies to hair dyes, colorants, and/or tints.

**Pro Tip:** It is recommended that clients wait 2 full weeks after receiving filler or Botox treatments before having the Intensive service administered.

**Pro Tip:** Regarding chemical peels, it is recommended to refer to the manufacturer's protocol and suggested aftercare instructions when determining if it is appropriate to administer the Intensive service. For example, if the peel protocol states that the client should wait 24 hours before wetting the face, then the Intensive service should not be administered for 24 hours after the peel service.

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## Patch Test

The Intensive product contains ingredients which may cause skin irritation or allergic reactions on certain individuals. A preliminary patch test should be made 24 to 48 hours prior to performing the Intensive service.

Before administering the patch test, wash and dry hands and then apply gloves. Using soap and water, cleanse and rinse a small area of the client's skin behind the ear or on the inner surface of their forearm. Following the preparation instructions, mix the Intensive tint and developer using the 1:1 ratio. Apply the mixture to a small area behind the client's ear or their inner forearm and allow to set for 2 minutes. Remove the mixture with a cotton pad moisturized with water. Advise your client to return in 24 to 48 hours. If no irritation or inflammation of the skin is apparent, it is usually assumed that no hypersensitivity to the tint exists.

**Pro Tip:** If a reaction occurs during the patch test, such as intense stinging, irritation, rash, or a burning sensation on the skin, rinse the skin immediately and discontinue use. If client experiences mild respiratory irritation, he or she should seek immediate medical attention, and the client should consult a physician prior to having the service again. If, during the days following the patch test, itching, redness, or spots on the skin occurs, swelling of the eyes, face, or skin occurs, it is recommended that the client consult a physician.

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## Procedure for Performing the Intensive Lash Service

### Products Needed:

- Intensive Developer (6% or 3%)
- Intensive Tint (color of choice)
- Intensive Tint Remover
- Intensive Relaxing Eye Cream
- Intensive Foaming Makeup Remover
- Intensive Brush
- Plastic Cup or Glass Dappen Dish
- Gloves
- Wooden or Plastic Mixing Sticks
- Rubber mixing bowl
- Cotton rounds or esthetic wipes
- Tissues
- Eye wash or eye wash station
- Unwaxed or Waxed Protection Papers or Re-usable Silicone Eye Pads
- Cotton Swab
- Timer
- Contact Lens Case
- Saline Solution



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## Pre-Service

- Developing time will differ depending on temperature fluctuation, the texture and coarseness of the client's hair, and the hair's original color. The normal time for developing is 10 minutes for lashes. If the eyelashes are not dark enough, you can reapply Intensive and allow to develop an additional 10 minutes. Intensive should only be applied the first time and then a second time if necessary to achieve the desired results.
- If appropriate, the client should remove their contact lenses or glasses at this time, and the client's hair should be pulled back from the face.
- Remove the client's makeup from eyes and eyelashes if necessary.
- Prep the client's lashes
- The client should be comfortable and sitting upright with head slightly tilted back. Do not apply the product to the client with their head in a fully reclined position, as this could increase the risk of the product getting into the eyes, which could cause irritation.

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**Step 1:** Apply gloves

**Step 2:** Apply Intensive Foaming Makeup remover to cotton round or esthetic wipe.

**Step 3:** Using a downward motion, cleanse eyelashes thoroughly with Intensive Foaming Makeup remover. Lashes should be free of oil and makeup before applying the Intensive product. Make sure that client's lashes are completely dry before beginning the tinting service.

**Step 4:** Using a 50/50 or 1:1 ratio, mix equal parts Intensive Cream Developer and Intensive Tint in plastic cup and stir with mixing stick until the consistency is that of a creamy paste. The mixture should not be too thin or too thick.

**Step 5:** Apply either the Intensive Un-waxed or Waxed Eye Protection Papers by instructing the client to look up. Apply a thick layer of Relaxing Eye Cream under the lower eyelid. Then place the protection paper under the lashes of the lower lid, which will prevent the Intensive product from staining the skin. The cream will prevent the protection paper from moving.

If preferred, the Intensive Silicone Eye Pads can be used in place of the Intensive un-waxed or waxed protection papers. The non-slip, self-adhesive silicone pads are skin friendly, easy to use, and comfortable. They can be used close to the lashes under eye to protect the skin from staining during the Intensive tinting service. These innovative pads can be washed and are re-usable up to 100 times.

**Pro Tip:** Give your client a few moments to adjust to the eye pads and ensure the eye protection papers are not so close to the client's eyes that they cause the eyes to water.

**Step 6:** Using the Intensive brush, apply the Intensive mixture to lower lashes first on both eyes. Make sure the product covers lashes, including those at the corners of the eyes, from base to tip. When lower lashes are completed, instruct the client to close his or her eyes until the application and removal process is completed. Using the applicator brush, apply Intensive mixture to upper lashes from base to tip. Again, make sure the corner lashes are covered by using a tint brush, mascara wand, or disposable lipstick brush.

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**Note:** Alternately, you may use a disposable mascara wand or disposable lipstick brush rather than the Intensive applicator brush.

**Pro Tip:** The Intensive mixture should be applied with care and precision, and in a professional manner. There is no reason for this to be a messy service.

**Step 7:** Start timer for 10 minutes.

**Pro Tip:** If the Intensive product accidentally gets into the eyes, take your client to an eyewash station and flush eyes with plain water immediately! If you do not have an eyewash station, flush the eye with saline solution, warm water, or eye wash and pat dry. The client should not rub their eyes as it might cause further irritation. If no irritation occurs, you may reapply the product immediately.

**Pro Tip:** If any Intensive product accidentally gets onto the face, remove it as soon as possible with warm soap and water. Do not use the Intensive Tint Remover directly on the lashes, eyelids, or eye area.

**Pro Tip:** As the product develops, it may expand and migrate beyond the desired area of the eyelashes and onto the lids or eye area. As this occurs, you may wipe the expanded product off the skin using a cotton swab, cotton round, or esthetic wipe. Remove the excess product around the eye area to prevent discoloration or temporary staining of the skin.

**Step 8:** Remove eye protection papers from under eye area.

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**Step 9:** While your client's eyes are closed, use a round cotton pad dampened with water in a downward motion to remove product until no residue is visible. Hold tissue near eye area to capture any excess water.

**Pro Tip:** After all of the Intensive product has been removed from your client's lashes, offer them a round cotton pad dampened with water and a dry cotton pad so that they are able to wipe their eyes for additional comfort.

**Step 10:** Using your ring finger, gently apply a sparse amount of the Intensive Relaxing Eye Cream to the client's orbital bone or eye socket directly below the client's lower lashes as an additional refreshing and soothing enhancement.

**Step 11:** Hand your client a mirror so they can see their fabulous new look!

**Pro Tip:** If you get Intensive tint on your hands while mixing, use a cotton ball dampened with Intensive Tint Remover to remove the tint. Wash your hands with soap and water immediately.

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## Procedure for Performing the Intensive Brow Service

### Products Needed:

- Intensive Developer (6% or 3%)
- Intensive Tint (color of choice)
- Intensive Tint Remover
- Intensive Relaxing Eye Cream
- Intensive Foaming Makeup Remover
- Intensive Brush
- Plastic Cup or Glass Dappen Dish
- Gloves
- Wooden or Plastic Mixing Sticks
- Rubber mixing bowl
- Cotton rounds or esthetic wipes
- Tissues
- Eye wash or eye wash station
- Cotton Swab
- Timer
- Contact Lenses
- Saline Solution



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Developing time for the eyebrows will differ depending on temperature fluctuation, the texture and coarseness of the client's hair, and the hair's original color. Although the normal time for developing brows is 3 minutes, please note that color results may vary based on client's hair color. If the eyebrows are not dark enough, you can reapply the Intensive tint and allow to develop for additional minutes. Intensive can be re-applied to the eyebrows if necessary to achieve the desired results.

The client should be comfortable and sitting upright with head slightly tilted back. Do not apply the product to the client with their head in a fully reclined position as this could increase the risk of the product getting into the eyes which could cause irritation.

**Step 1:** Apply gloves

**Step 2:** Apply Intensive Foaming Makeup remover to cotton round or esthetic wipe.

**Step 3:** Using a downward motion, cleanse eyebrows thoroughly with Intensive Foaming Makeup remover. Eyebrows should be free of oil and makeup before applying the Intensive product.

**Step 4:** Using a 50/50 or 1:1 ratio, mix equal parts Intensive Developer and Intensive Tint in plastic cup and stir with mixing stick until the consistency is that of a creamy paste. The mixture should not be too thin or too thick.

**Step 5:** Using the Intensive Brush, apply the mixture to the client's eyebrows. When applying to eyebrows, make sure eyebrow hair is completely covered, but do not press the product into the skin.

**Note:** Alternately, you may use a disposable mascara wand or disposable lipstick brush rather than the Intensive applicator brush.

**Pro Tip:** The Intensive product should be applied with care and precision, and in a professional manner. There is no reason for this to be a messy service.

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**Step 7:** Start timer for 3 minutes.

**Pro Tip:** If the Intensive product accidentally gets into the eyes, take your client to an eyewash station and flush eyes with plain water immediately! If you do not have an eyewash station, flush the eye with saline solution, warm water, or eye wash and pat dry. If no irritation occurs, you may reapply the product immediately.

**Pro Tip:** If any Intensive product accidentally gets on the face, remove it as soon as possible with warm soap and water. Do not use the Intensive Tint Remover directly on the lashes, eyelids, or eye area.

**Pro Tip:** As the product develops, it may expand and migrate beyond the desired area of the eyebrows. As this occurs, you may wipe the expanded product off the skin using a cotton swab, cotton round, or esthetic wipe. Remove the excess product around the eye area to prevent discoloration or temporary staining of the skin.

**Step 8:** Use a round cotton pad dampened with warm water in an upward and outward motion to remove product from the brows until no residue is visible.

**Step 9:** Check the color of the brows. If the eyebrows are not dark enough, re-apply and allow them to process again until the desired color is achieved.

**Step 10:** Using your ring finger gently apply a sparse amount of the Intensive Relaxing Eye Cream to the client's orbital bone or eye socket directly below the client's lower lashes as an additional refreshing and soothing enhancement finale to their Intensive service.

**Step 11:** Hand your client a mirror so they can see their fabulous new look!

**Pro Tip:** If you get tint on your hands while mixing, use a cotton ball dampened with Intensive Tint Remover to remove it. Wash your hands with soap and water immediately.

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