

# BEAUTY LAUNCHPAD

## Our 4th Annual Tool Guide Featuring the Latest and Greatest Innovations

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In the ever-flourishing lash and brow biz, it's crucial to keep your finger on the pulse of tool innovations that can simplify and streamline your job. "When there's a new tool to help you do something faster, more efficiently or more effectively, you should always try it out," believes Josephine Blankstein, lash artist and owner of [Blankstein's Beauty & Style](#) in Pasadena, California. "From the start of my career, I've always used the best tools to keep up with the competition, but you never know when something new will provide a better experience for clients and enhance your results." If you're looking to step up your own game, look no further. This guide presents a selection of top tools, expert advice and essential extras to instantly skyrocket your services.

### Essential Extras

Ensure standout services with these add-ons and essentials that pair perfectly with lash and brow artists' standard tool kits.



**5) RapidLash RapidShield Eyelash Daily Conditioner** Prime and protect lashes with this daily-use beauty boost, which ensures each strand receives the nutrients needed for a natural pump up in volume and definition in two to four weeks.