

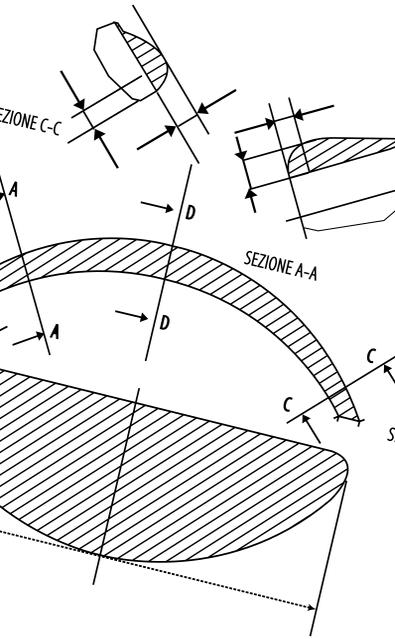


FORMA

Shields

INLei[®]
ECCellenza MADE IN ITALY

turn the page ↗



Created from the need to find a **universal intermediate form** between **InLei® Only** and **Only1** shields (natural curl and dolly curl).

Welcome to the wonderful InLei® world, that is always evolving and gallops towards the innovation to anticipate and satisfy all the requests from the experts of this field, the well-known Lamimakers.

The first part of this document is dedicated to the details of the **Forma shield**: we are keen to keep you posted about all its features to help you achieve work of exceptional precision.



InLei® FORMA DATA SHEET

2



Its **half-moon shape** allows to indulge each person's eye to perfection.



Half-moon

www.inlei.it

The **notches on the upper edge** help to adjust the correct direction while aligning lashes on the shield.

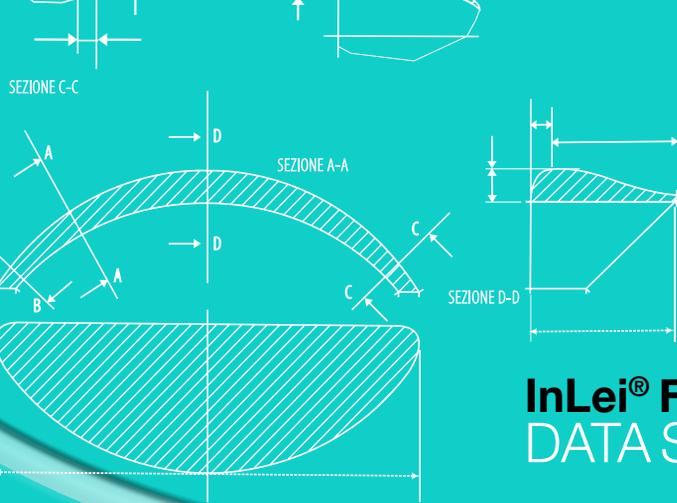


Notches

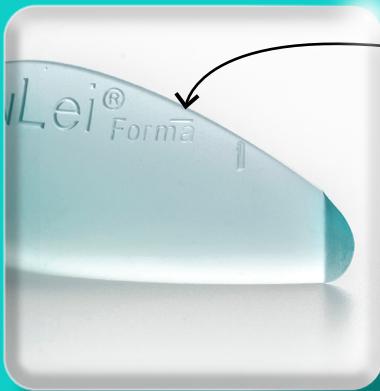


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InLei® FORMA DATA SHEET



- They are differentiated between right and left eye. The right one is marked by a small dash.

Differences

The surface that is in direct contact with the skin is glossy to improve adhesion.

In some cases, the shield can be used also without glue.



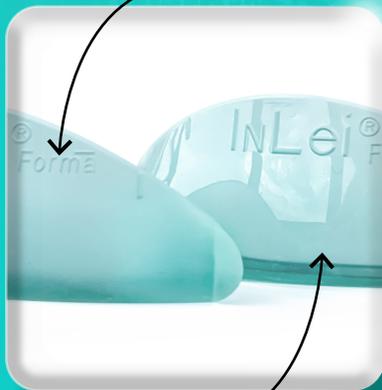
Glossy

Hypoallergenic ←



The external surface has 2 different finishes.

Matte



Made of 100% hypoallergenic platinum silicone of the highest quality.

Can be sanitized with InLei® F Plus and sterilised in autoclave.

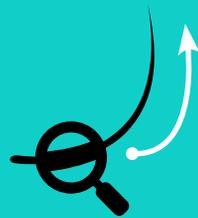
Glossy

turn the page ↗

InLei[®] FORMA DATA SHEET



Having no “petal” (crease), **they are suitable for various lash lengths.**



Versatile

N.B. The curling achieved totally depends on the length of the natural lash. By taking a good look at the crease of the shield, we can already get an idea of where the curvature will fall, depending on the length of the client's eyelashes. In general: if the hairs are rather long we will achieve a lift from the roots, on the other side if the lashes are rather short we will get a curl in the “belly of the eyelashes” (central part of the hair).

FORMA

Shields

Feedback

SINCE THE CREATION OF THE InLei® BRAND IT IS OUR PRACTICE TO CARRY OUT THE TESTS WITH YOUR HELP.

Before we got to mass production, we had the opportunity to send out about fifty pairs of preview shields to trade professionals to get their feedback.

For this product in particular, we received many more testers from the production than usual because of the various tests we had to perform in finding the correct balance between the silicone and our green color.

(Pigment affects flexibility, which is why we opted for a semitransparent color instead of the initial full-color version.).

Reviews!



Lavinia



"The shield is great! I tried it all ways: short lashes, long lashes... I also reversed them, and the results was still amazing. No client has ever complaint about any discomfort even having always applied glue between the shield and the eyelid."

Maria



"I find it a universal curler; it really fits all eye types and lash lengths. I have also noticed that this curl looks good on everyone, as if it was created especially for each client/model you work with."

Giulia



"I was among the lucky ones who tried the different versions-I agree that the first one was very stiff, but **I assure you that with the last one you work very well.** Personally, I find myself better off with the ones that have a matte surface; they give me the impression that there is more grip when I glue the lashes on. In my opinion, it is **not suitable for very straight or extremely downturn growing eyelashes,** because when they grow the curvature does not stay nice and clean."

Aleksandra



"It is very easy to position lashes on this shield, this greatly reduces the working time. I loved to use it on clients with long lashes from L to XXL: **the result is really nice, symmetrical and elegant**".

Magda



"I worked with Forma, Lamica gel and Helper 2.0: **a super recommended combination!** Also, I noticed that if you disinfect them in F PLUS straight after work, there is almost no trace of dye on the surface. **That's amazing!**"



When?

In which cases do we use the InLei® Forma Shield?

It's a very versatile shield, suitable for very different types of eyelashes and a variety of eye shapes. Let's see some concrete examples!

FORMA
Shields

#inleiforma

turn the page





FIRST PLACE IN AN
ONLINE COMPETITION
won by Svetlana Simon

1



Great for long lashes and almond eyes.
It opens the eye in a sensual way and creates
a very lined effect.

2



Covers the drooping eyelid to perfection:
rejuvenates the eye in a targeted way and makes
the eye more open and determined.



When?

PART 2

3



**It is also perfect for large
and/or rather bulging eyes.**

(Has not yet been head on eyes with very much pronounced protrusions.)

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Shields

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4



Perfect for sunken eyes:
brings out the eye by
making it more marked
and giving a stronger
personality to the
whole face.



5



**Great for those cases where the basic shields
(Only e Only 1) are not enough** and/or for those
cases where there is a need to lift the lashes of both
corners (inner and outer) a lot.

When?

PART 3

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Shields

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6



Exceptional for very short lashes:
opens and deepens the eye, as well as
giving more room for mascara application.

7



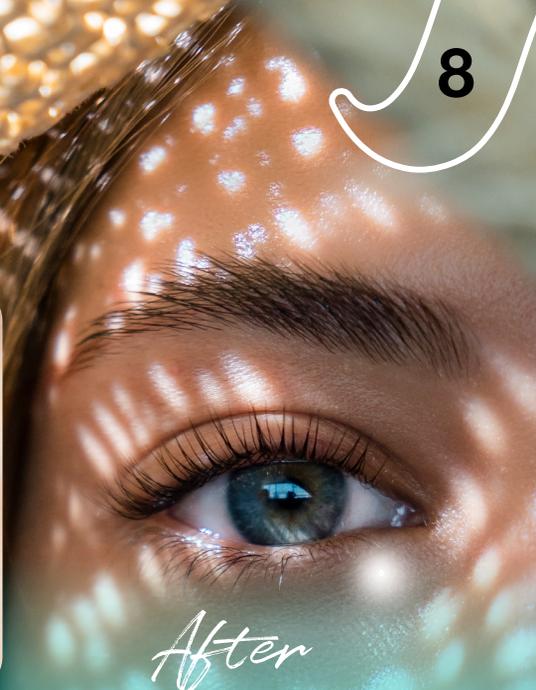
Wonderful for extremely long lashes:
it allows to line them up from the outer corner
to the inner corner, rebalancing the whole look to perfection.

When?

PART 4

8

8



Also very functional for working on lashes that grow downturn and on those that are very straight or very curved in nature

(In the last case, care must be taken while applying the solutions).

9

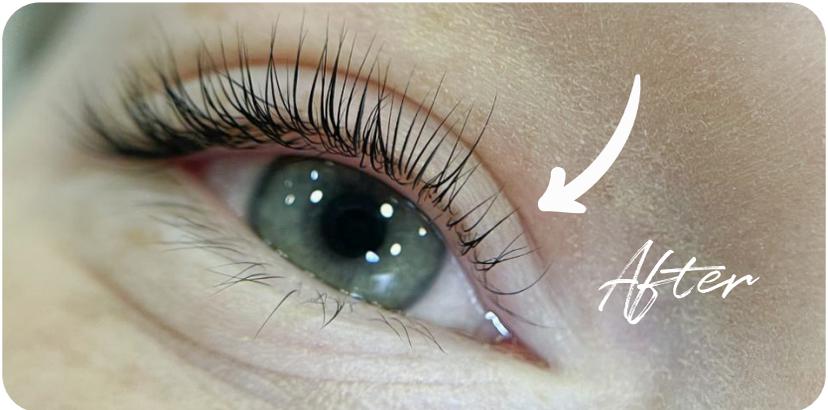
Also tested on lower lashes:
sometimes even the little ones need to be rearranged methodically!



10



It's perfect for correcting the disasters we sometimes encounter in our work:
being a crease-free shield, it allows us to rework and fix burnt lashes along their full length.



#inleiforma

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FORMA *Shields*

No!

We also know how to recognize the “NO”

and yes, we have a “no”
even in InLei® Forma shields.

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No!

Not suitable for extremely downturn growing and rigid lashes.



In this case the regrowth would be slightly chaotic, but if the client comes back just before she gets to this situation, **even lashes of this type can be handled great!**



10

Differences

Just to imagine and fully understand the shape, let's see the differences with other InLei® shields.



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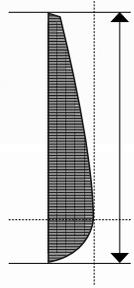


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Section

InLei® **FORMA**

InLei® "L1"



Section of the central part of the InLei® Forma shield, L and L1



InLei® **FORMA**

InLei® "L"

FORMA

Shields

Application

Methods of applying the substances on the shield.

PREMISE:

Yes, the application method affects the final curvature!
To figure out which curvature we want to achieve,
we need to look at the shield in section and
feel the bend point with our fingertips.

Rules to place InLei® Form 1 on Forma shield:

Rule n. 1



> CASES IN WHICH TO FOLLOW THIS RULE <

Classic eyelash arch to be set and aligned, on which you want to achieve a gentle but at the same time firm lift

Sunken eyes

Eyelashes growing straight or downturn

Where it is necessary to raise the corner lashes because they grow downturn

Rule n. 2



> CASES IN WHICH TO FOLLOW THIS RULE <

Classic eyelash arch that needs a more pronounced lift

Drooping eyelid

Eyelashes growing straight or downturn

Short eyelashes but with a naturally curved tip (In this case we must work to completely restructure the curvature)

FORMA

Shields

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Application

PART 2

Rules to place InLei® Form 1 on Forma shield:

Rule n. 3

1-2 mm



InLei® FORM 1 APPLICATION SCHEME

> CASES IN WHICH TO FOLLOW THIS RULE <

Eyelashes that are **very low in the central area** compared to the outer corners

Thin/very short lashes in the inner and outer corners (this avoids stressing the already very thin tip of the small lashes at the corners of the eye)

Eyes sunken around the inner corner, with mobile eyelid completely hidden in the area near the nasal bone (in this case follow rule No. 3 for inside corners and rule 1 or 2 for outside corners depending on the length)

turn the page



Rule n. 4



> CASES IN WHICH TO FOLLOW THIS RULE <

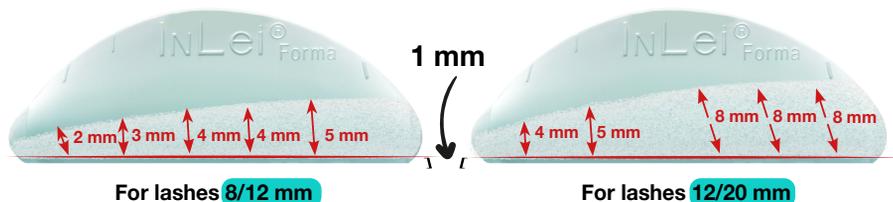
Error correction / burnt eyelashes

Balancing eyelashes that are disordered along their entire length
(remember the tip rule)

Eyelashes with curved tips (helps balance the entire length)

Rule n. 5

InLei® FORM 1 APPLICATION SCHEME



> CASES IN WHICH TO FOLLOW THIS RULE <

Perfect for short, medium, or long lashes that grow straight and downturn
(depending on the length of the eyelashes, you choose the appropriate pattern)

Gives a lifting effect while curving the “belly” of the lash. It distributes the lashes extremely evenly from the inner to the outer corner, giving a spectacular look.

CAUTION! Pay special attention to proper lash drafting and substance distribution (see how the product is absorbed).

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Shields

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All the treatments included in this guide have been done by the InLei[®] *Family* professional trainers from all over the world.

turn the page



"There are
no limits in our work.
now it's your turn to experiment
with new patterns and
new application cases!



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