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KRISTINA JAROSZ

- Lash expert since 2011 and international speaker
- Owner of the most demanded Lash Studio "Black Crystal " in Charlotte, the USA
- Author of signature lash technique "Black Crystal wet look"
- Creator of eyelash extensions educational YouTube channel in 2013 with over 28 000 followers
- Produces Organic lash Shampoo "Black Crystal " and Tweezers "Black Crystal" with fiber grip
- Author of educational courses: "Fundamental Eyelash Extensions", "Volume extensions" in English, Polish and Russian languages
- Honored Judge in Stellar Championship, Brilliance International Champion Season 2, Season 3, "Golden Artist" Argentina Championship Season 2, International Lash and Brow Championship Season 7
- International Championship winner as "Professional" in Volume Eyelash Extensions 2021
- USA Beauty Factor winner as "Expert" in "Classic Extensions ", "2D Eyelash Extensions" 2022

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BLACK CRYSTAL IS A KIND OF DOCTOR WHO BROKE THE STEREOTYPE THAT BEAUTY REQUIRES SACRIFICE

Kristina, you are a practicing trainer and eyelash extension expert, winner of championships in Europe and the most prestigious American championship, a well-known international speaker and judge. And let's remember how it all began. How did you get into the profession? Maybe this is a dream from your childhood - to bring beauty into the world? What event became a turning point in your professional activity, or did the development proceed according to plan?

My childhood goes far back into the Soviet Union, when, in principle, there was no variety of services in the beauty industry. Therefore, as they say, I worked part-time making up my dolls, all the neighbors, guests of our house, and dreamed of being a dentist. But my career as a lashmaker began very prosaically: I was that unfortunate client who was not only ruined by the wrong effect. Gross technical errors were made, which led me to the complete loss of the eyelash line. For a whole month I had to close my bald eyelids and stick on false eyelashes.

Of course, it was the result of the service that prompted me to start this career. It was a very long time ago, and the industry was just beginning. I found a trainer, but in the end she could not answer all my questions, because there was simply no information, resources and enough techniques. Therefore, I began to grow along with this new procedure in the beauty industry, I had to invent a lot myself, develop techniques, implement something, and remove something. This is how there was my formation in parallel to the developing industry.

Artistic taste, creative streak, brilliant communication skills contribute to the development in the field of beauty, but marketing knowledge is also an important aspect. You are one of the pioneers of the eyelash extension procedure, one of the first on the market to start free training on YouTube and, thanks to your expert knowledge, easily gained more than 3 million views. Tell us under what circumstances the idea was born to popularize a new direction for the purpose of education. What tools were used to magnetize audience attention? What macro- and micro-goals did you set for yourself and potential students?

Initially, I didn't have any grandiose plans for YouTube. When there was a small amount of free time between feedings of my baby (this was the second child care decree), I realized that I have some knowledge, skills and techniques so as not to forget them myself and be able to share them. This was the main impetus.

My main task was to popularize high-quality eyelash extensions. I am a fighter for quality, not quantity, so I just started making videos and sharing my experience for free. My mission was to convey knowledge to as many people as possible in an understandable language. The channel grew organically, nothing was attracted from outside, I did not use any marketing schemes and strategies, because the masters of that time had much more requests and questions

of uncertainty than sources. Every day they wrote to me, I received feedback. It was, one might say, a live broadcast of the development of techniques on my channel.

To this day, people write me words of gratitude that my videos helped them a lot. At the same time, many well-known modern speakers, judges, experts were brought up, let's say, and absorbed my techniques as the basis for learning this procedure, so I feel some kind of participation in what I brought to the people. The magnet was my naturalness and sincerity in the desire to help as many people as possible, that is, the masters.



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TO PREVENT DISEASES OF THE JOINTS, BACK, NECK, I HAVE DEVELOPED A TECHNIQUE FOR SETTING HANDS

Your author's techniques have received great recognition in the United States. We know that you have hundreds if not thousands of successful cases. From the point of view of your student, there is always a certain request and expectations to the teacher, but what are your conditions and requirements for cooperation? Can everyone join the program? Can you describe the stages of professional growth with you? What non-classical approaches to learning do you use?

Everyone can join my training on one condition: if they are ready to work. I am a demanding teacher and always "for" the result. I am also a promoter of a healthy lifestyle in the literal sense. In every profession there are occupational diseases, and in our profession it is better to prevent than to cure later. At each training class I explain what safety precautions should be observed – unfortunately, when we started, no one taught us this, we used unexplored preparations, glues. And today I study this issue very deeply and spend a lot of time at the lessons on how to prevent adverse consequences due to constant contact with potential pathogens and triggers of occupational chronic diseases.

I compare myself with a piano teacher. To prevent diseases of the joints, back, neck, I developed my own technique for setting hands. I calculated and divided each movement into

micro-movements with certain amplitude, and if students implement my techniques, they will never have problems after many hours of tension. I have worked as an active practicing master for many years, I have a straight posture, and my neck, shoulders and joints never trouble me. I work without straining, my movements are honed to millimeters, and my technique allows me to work at a speed not available to every master. My full extension takes 45 minutes. This is not the norm, but the exception, but thanks to the refinement of micro-movements, you can achieve such eyelash extension speed without losing quality.



EACH TEACHER SHOULD INTRODUCE SAFETY PRECAUTIONS FOR THE USE OF GLUE

There are many myths about the beauty industry in the USA: high competition, difficulty in finding individuality among numerous creative marketing inventions, conservatism in cosmetic procedures, which flows into the nihilism of new products. Considering these trends and the turbulence of the global pandemic era, how did you manage to open a complex eyelash extension studio in the States under such conditions? Describe your map of success: were there any fears at the start, what innovations did you introduce into training, what helped make the studio top in the city?

You are absolutely correct, but these are just myths. The American market is inexhaustible, potential, huge, resource. At first we made a mistake, trying to implement the aesthetics and standard of eyelash extensions of European criteria, but this did not work. There is a huge mixture of nationalities, cultures, religions, it's just a firework. And, of course, what is familiar and looks beautiful for a European person is not the same for an American resident.

Therefore, we heard the wishes of customers, listened to every request and modified techniques, effects, without losing quality. And that was bingo. Glory was ahead of us, people came to us even from neighboring cities and still come to get a healthy, high-quality extension. During the pandemic, this was our USP (unique selling proposition – ed.), they talked about us that we were some kind of doctor who had broken the stereotype that beauty requires sacrifice. Not at all!

Social networks play an important marketing role for the 21st century business, but depending on the continent, their own features are included. Highlight, please, the characteristic currents of the United States. What is the TOP of social networks and messengers for promoting products or services in America? How does the location fundamentally differ from the European one?

Of course, social networks such as Facebook, Instagram and Twitter are potentially successful marketing platforms. The American market is payable, and advertising for cold customers works even well here, and not much time is spent on the product line and the return path.

Of course, the power of a personal brand is a trump card in any country, not just in the USA. But here the experts do not sell,



they do not warm up their audience before sales. Here you can just calmly say: "I have such a product that will close some of your pains, buy it!" And I like it.

Emphasis on deep knowledge of the chemical compositions of drugs at the level of a biologist-chemist helped you draw attention to the issue of protection of the health of the client, which is rarely touched upon by specialists, as they tend to shy away from this topic, because they cannot organize research on a relatively young procedure. How many efforts does it cost you and your team? Who is involved in the process, what functions do you personally perform? What guarantees the success of the study of the effect of glue on the health of craftsmen? What developments are you most proud of?

Of course, I did not start researching from scratch. The reason was a sudden allergy. I had been working as a practicing master for many years, and all of a sudden I started to get strange rash on my skin. That's where my research came from. The main component of all kinds of glue is cyanoacrylate. It can be of different types, which are widely used in industry, manufacturing, cosmetology. Of course, medical cyanoacrylate is highly purified substance that does not pose any danger to the body. It is used even in ophthalmology.

By and large, acrylate is a liquid monomer that polymerizes due to the influence of an alkaline environment. Everything would be fine, but there are cyanoacrylates, which are very toxic – ethyl cyanoacrylate, methyl cyanoacrylate. I generally do not recommend the glue to masters if you see that ethyl or methyl cyanoacrylate is in the first place in the list of ingredients. Of course, from one contact and disposable use, some kind of allergy is unlikely to happen. But due to the fact that no one has ever explained to us the rules for using these drugs, we, masters, work unprotected from the evaporation of glue, inhaling its vapors on an everyday basis for many hours. As I was researching, I realized that I needed the help of

professionals from outside. I contacted one chemist and asked some questions that interested me. He explained everything to me in everyday language, so that I, as a consumer, thoroughly understood the essence of working with this glue. I did not stop there and decided to listen to the opinion of another expert. And, oh my God, it differs from the first expert's opinion. Well, now I understand that I need to listen to the opinion of the third expert.

One thing I can say for sure is that every teacher should introduce safety precautions for the use of glue, equip his salons according to these standards and requirements, and protect his employees from potential health problems. At every course, I promote to all my colleagues to take care of health from the very beginning, at the start of their careers. Better to prevent than to cure. Thanks to my comprehensive approach to this issue, to be honest, I am very happy that in the context of the salon business, you can save your employees and yourself from potential problems. We will implement it as mandatory precautions in our salon and training school and give clear instructions for use. My mission today is to bring to the masses the best practices to prevent health problems.



MY MAIN TASK IS TO POPULARIZE HIGH-QUALITY EYELASH EXTENSION

Since the format of our publication is closely related to the aspects of personal growth, the "rebirth" of a person in life conditions, and the magazine has got a symbolic name "Sansara", our readers are interested in the hero in the "turbulence" zone. What difficulties did the pioneer face on the path to popularizing the direction of eyelash extensions

in the USA? Did you have moments of despair that everything was falling apart before your eyes, but at one moment the phoenix was reborn? What are your TOP tips for dealing with failure?

I take every failure and blunder as an experience, a lesson, because it doesn't matter how many times you have fallen and missed, it matters how many times you have stood up on feet, that considers important. Of course, we live in a very interesting era, and I would say an era of high turbulence: in recent years there have been both a crisis and a pandemic. In such cases, of course, you need to pull yourself together and work at an accelerated pace.

We all remember the pandemic, how it started, what precautions were taken and then I opened my first office, money was invested, time was invested, but 2 weeks later my business was immediately closed, like everyone else. As a result, you cannot return the money and accept clients, and you have to pay all bills, insurance and rent. And at that moment it was decided that I advise you, dear readers.

Try to abstract from any turbulences that occur in your background, they will only unsettle you more, concentrate on yourself, on your goals, set anchors that will organize a calm life for you. Let it be sports, reading books, but keep the focus on your goals, on your life. Practice shows that if you are more focused on yourself, and not on the events that are happening around you, you will quickly get straight faster. And such moments are springboards for jumping higher.

2 years after this turbulence-pandemic, as a result of complex intensive work, we managed to open a salon with a large team and a large flow of regular customers. Of course, like all people, I first of all had a shock, fear, I didn't understand what to do, where to run, but having taken all my willpower into a fist, accepting the situation, I just need to start acting. It doesn't matter if it's a pandemic or something is happening in parallel in your life, focus on yourself, where you are going, and everything will work out for you.



THE AMERICAN MARKET IS A FIREWORK OF NATIONALITIES, CULTURES, RELIGIONS

LASH STUDIO

«BLACK CRYSTAL»



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The highest quality of all our procedures and the health of natural eyelashes is our first priority. We have an individual approach to each guest of our studio. We always pay attention to the wishes, features of appearance, and lifestyle of each our guest. Thus, if you are looking for a studio that do eyelash extensions near you, in Charlotte, you have come to the right place.

To make you look amazing, at our lash studio in Charlotte, NC, we use the latest technologies and the best techniques. We always strive to move ahead. We learn, develop skills, train and teach other artists.

We create our own techniques and designs, at last. Our team focuses on even the smallest details. And we do believe this approach leads us to our success. Lashes extended in our studio make your life more comfortable, save your time, enhance your beauty, and inspire your self-confidence.

